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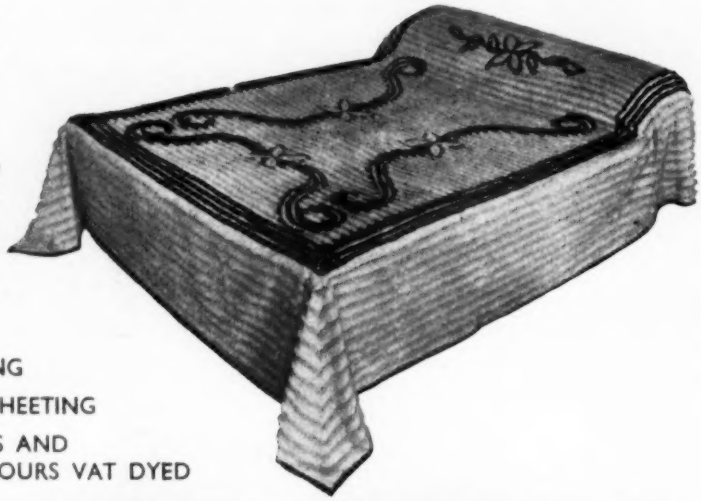

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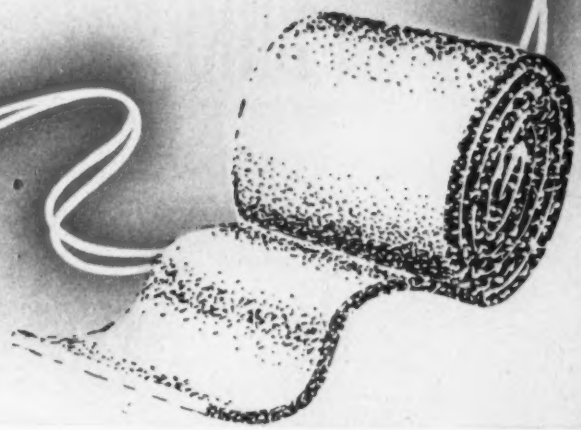

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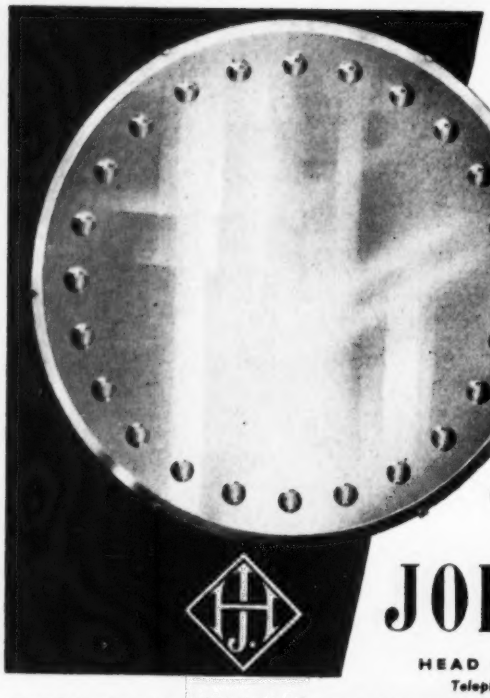

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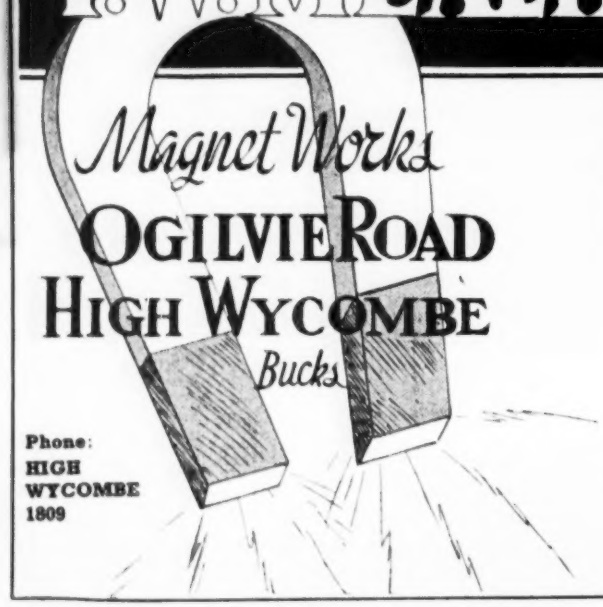

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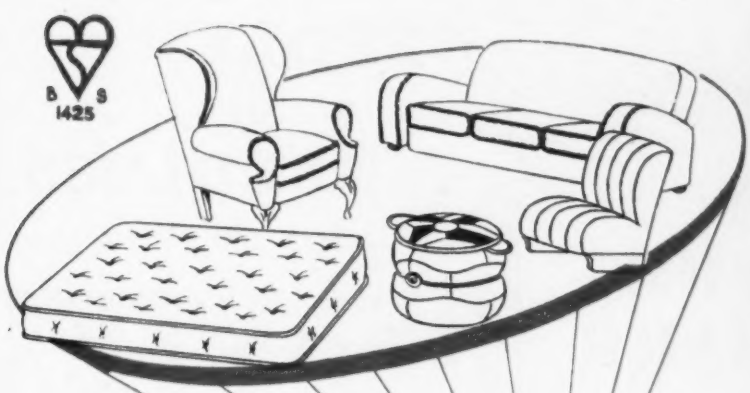

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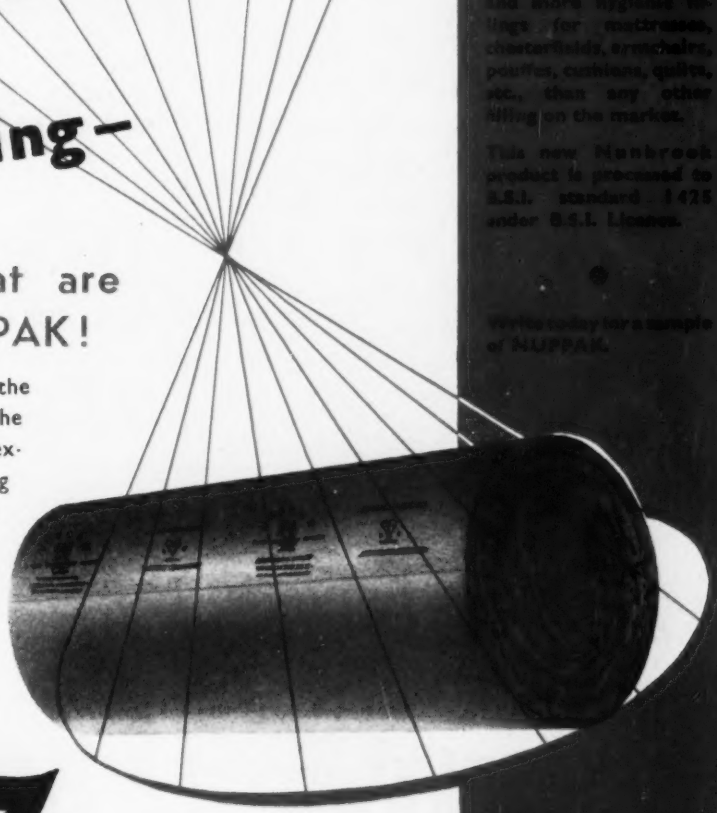

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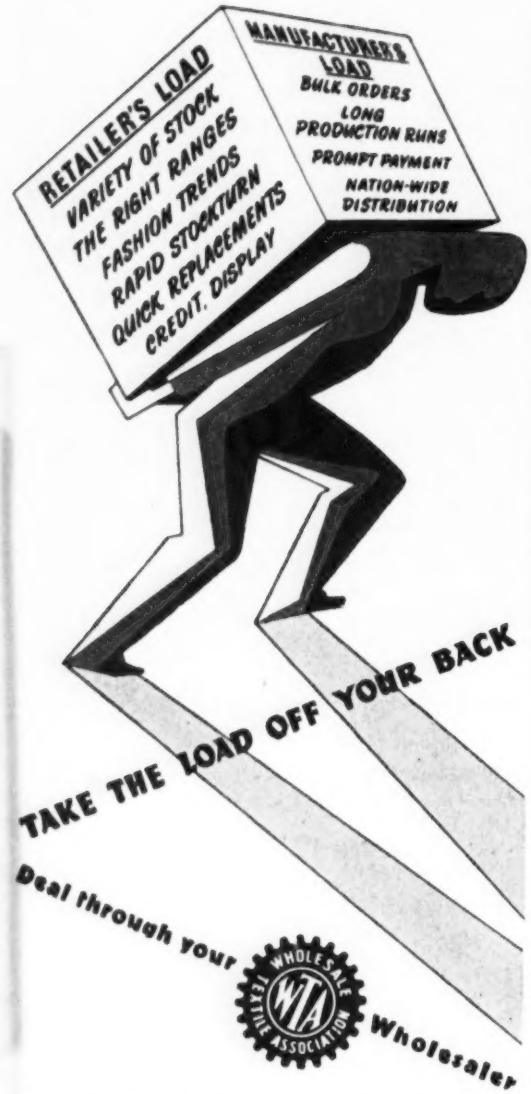

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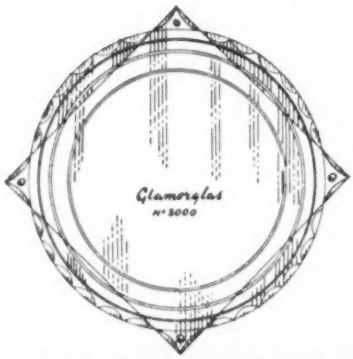

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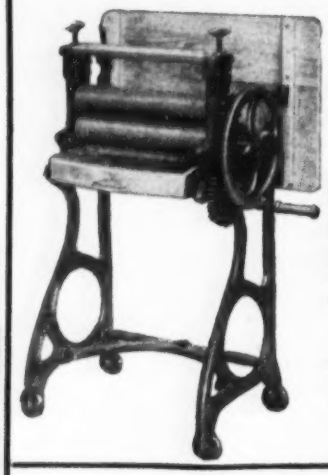

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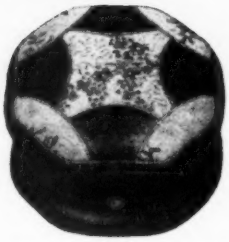

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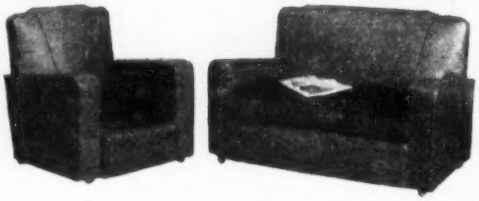

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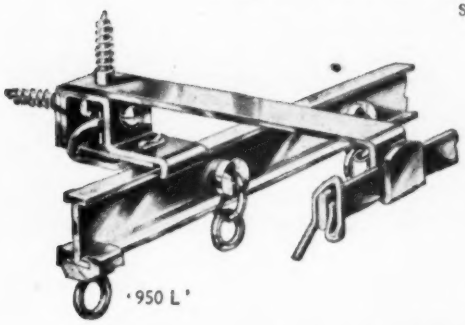

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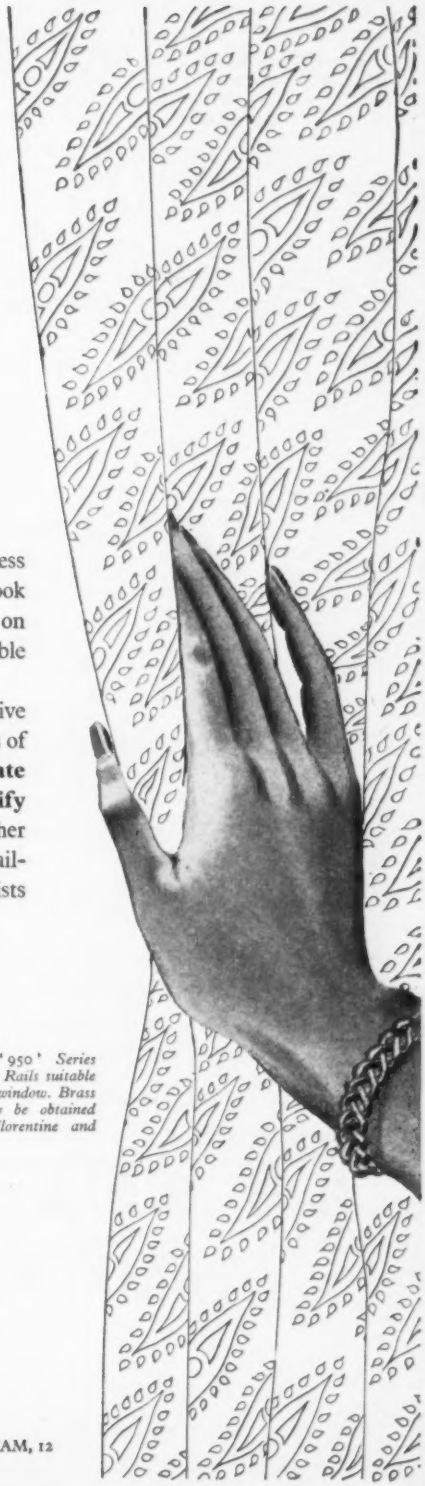

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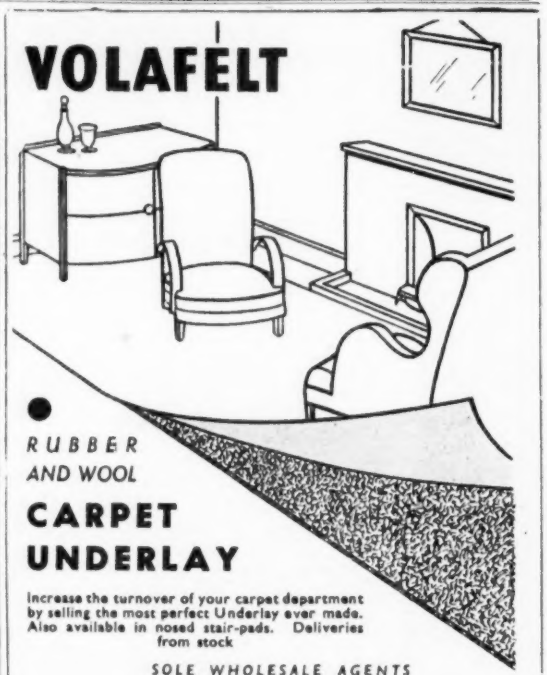

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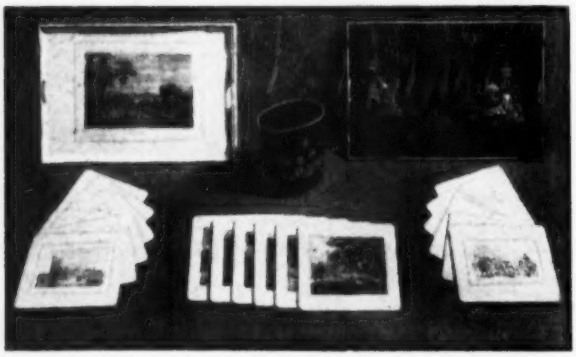

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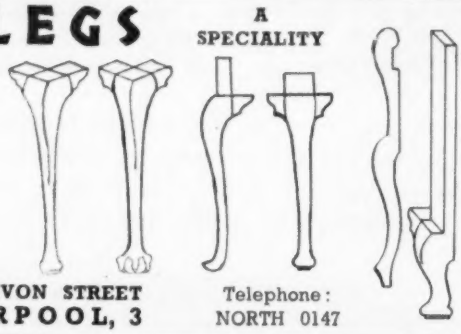

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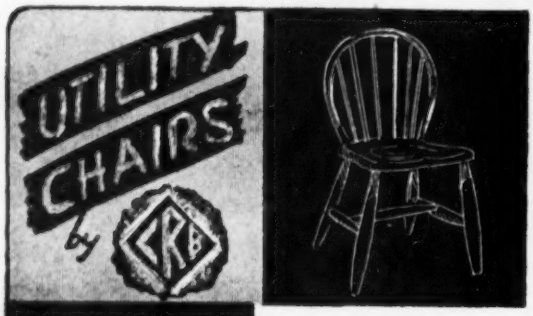

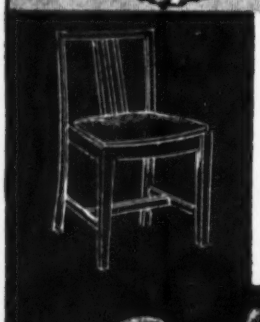

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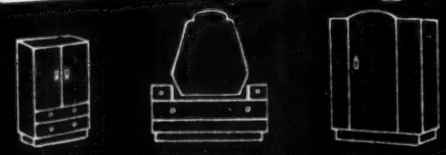

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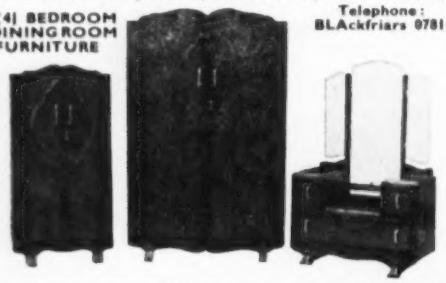

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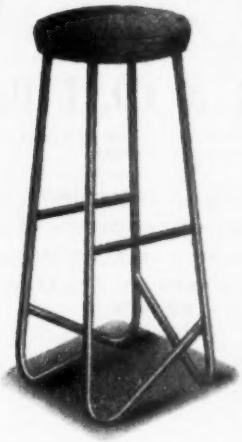

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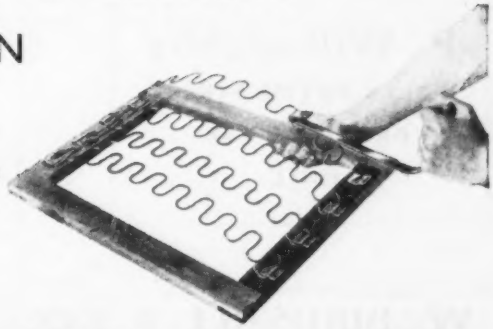

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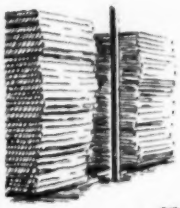

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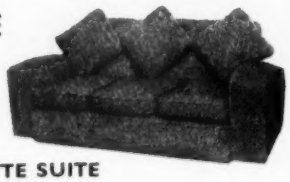

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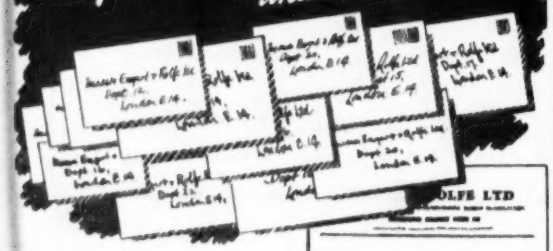

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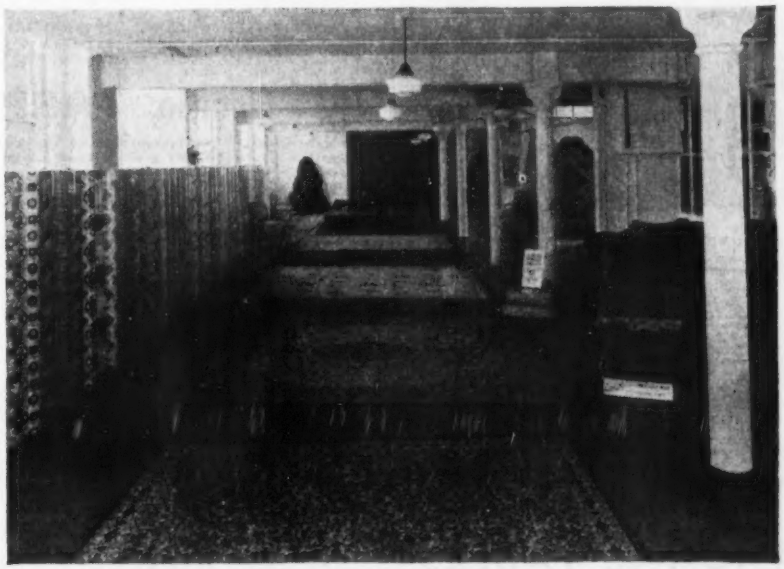

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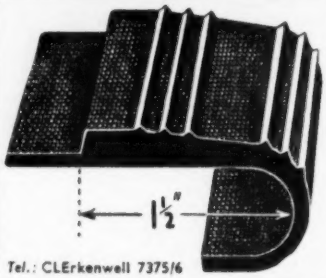

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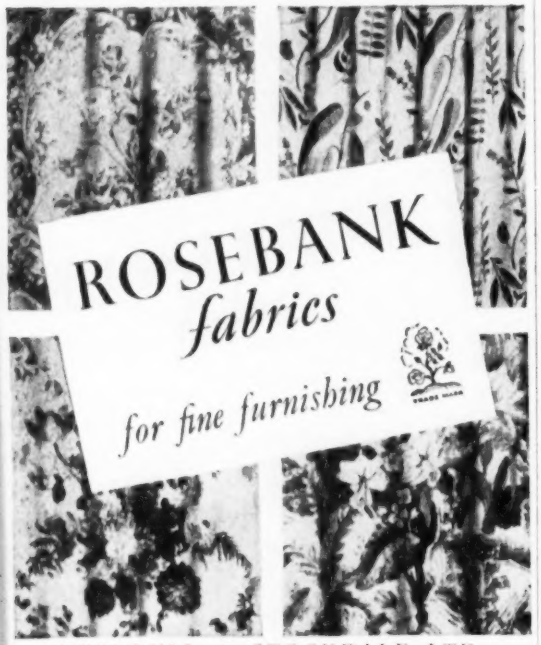

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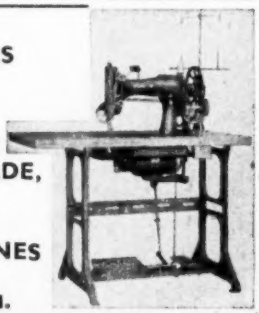

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The FURNISHING WORLD
AND FURNITURE, BEDDING AND UPHOLSTERY MANUFACTURER
Vol. XXXIII No. 504 Subscription 30s. per annum, post free (35s. Overseas) 180, Fleet Street, E.C.4. Tel: CHAncery 8844 (15 lines) September 22, 1950

B.F.M. Committee Recommend—

North Should Have Furniture Exhibition Next Year

AFTER A MEETING WITH REPRESENTATIVES OF THE NORTHERN FURNITURE MANUFACTURERS' ASSOCIATION, THE B.F.M.'S EXHIBITIONS COMMITTEE HAS AGREED THAT A FURNITURE EXHIBITION SHOULD BE HELD IN THE NORTH NEXT YEAR AND THAT IT SHOULD BE HELD AS NEAR AS POSSIBLE TO THE LAST MONDAY IN AUGUST. THIS IS A RECOMMENDATION AND IT WILL HAVE TO GO BEFORE THE B.F.M. GENERAL COUNCIL FOR APPROVAL. A RIDER WAS ADDED THAT SUCH AN EXHIBITION BE HELD AS AN EXPERIMENT AND SHOULD NOT BE TAKEN AS A PRECEDENT.

THIS was revealed at a special general meeting of the Northern Manufacturers' Association in Leeds last week under the chairmanship of Mr. Arnold Brewer, who pointed out that there had been a demand by a considerable number of their members for an exhibition in the North as an exhibition in London did not fill their needs.

"At the B.F.M. we were a lone voice crying in the wilderness at first, but we did get some support, and so we called a meeting in Manchester where with four other Northern Associations we discussed ways and means of reviving the Exhibition in the North, and whether it was desirable. This, in spite of the fact that it had been turned down at the B.F.M.

"We found that accommodation was available at Blackpool, where there is a huge aeroplane hangar—the largest in the world, probably,—with railway sidings all under cover and excellent transport facilities."

Mr. Brewer went on to say that:

"After going into all this we had a meeting in London with the sub-committee of the B.F.M. who deal with exhibitions, and put all our facts before them.

"After a good deal of discussion it was agreed that an exhibition should be held in the North, and that it should be held as near as possible to the last Monday in August. That was a recommendation, and it will have to go before the Council of the B.F.M., and a rider was added that such an Exhibition he held as an experiment and it was not to be taken as any precedent."

The chairman added that if it was finally agreed that an exhibition be held in the North next year, it might also mean a "fight for it another year."

Mr. Frank Lupton said he was convinced that Northern manufacturers did want an exhibition "as near home as possible." The Man-

(continued next page)

Mr. Arnold Brewer tells Northern manufacturers about the negotiations for a Northern furniture exhibition. On the left is Mr. Frank Lupton; on the right Mr. G. Brooke Skilbeck, secretary of the N.F.M.A. (Exclusive "World" picture.)

This picture was taken by a "World" cameraman during the important meeting of Northern furniture manufacturers.

"All Northern Retailers Want a Northern Show"

(from previous page)

chester exhibition was always well supported, and there would be no difficulty in getting that same support again. Guidance was needed about where and when to hold the exhibition. In the old days it was in the autumn. Manchester could offer an area of only 60,000 square feet.

Mr. G. Brooke Skilbeck, general secretary, told of the fight the Association's representatives had had in getting the question of a Northern Exhibition to the present point.

"I can tell you now that the whole of the retailers of the North do want a Northern exhibition," he added.

The chairman: "We have fought very hard on this issue, and I am afraid got ourselves much disliked for our persistence. We have no personal axe to grind. We have done it because it was the wish of our members."

In the discussion which followed, the question of holding the Exhibition at Harrogate, which is aiming at becoming an "exhibition town," was mentioned, and Mr. Lupton remarked that this had not been overlooked.

The question of public admission to exhibitions was also discussed, and the chairman said that he had personally fought against the idea of the public being admitted to the B.F.M. exhibition, but it was passed with a good majority in favour.

THE Northern Area Council of the National Association of Retail Furnishers, at a meeting on Tuesday, unanimously passed a resolution pledging support of proposed Northern Manufacturers' exhibition next year.

"Special Needs of North Overlooked In Labour Agreements"

AT the beginning of the meeting there was a discussion on wages and labour on which strong views were expressed. The feeling was that the special needs of the Northern area were often overlooked when labour agreements were reached.

The need for keeping strictly to the National Labour Agreement was stressed by the general secretary, Mr. G. Brooke Skilbeck, who said:

"We have had instances lately where there have been upheavals entirely against the rules laid down in the National Labour Agreement, and evidence of the 'high-ups' in certain sections attempting to do this and that.

"If only members would strictly stand to the National Labour Agreement and not allow themselves to be hustled into giving what they should not give, these occasions would cease. It is just a stunt by a particular crowd."

A resolution was finally passed suggesting alterations in the methods which have been employed in negotiating and formulating Agreements.

Death of Stanley Arding

WE regret to report the death of Mr. Stanley B. Arding who was for many years joint managing director of Arding & Hobbs, Ltd., London, S.W.

Mr. Arding, who was 68, joined the business in 1908 and after a few years was made a director and, later, joint managing director. In 1941 he gave up his position but remained on the board until his retirement three years ago.

Carpet Man Criticises the Festival

CRITICISM of the organisation of the Festival of Britain was made by a prominent Scottish carpet manufacturer to a "World" correspondent recently.

"WHAT is the purpose of the Festival of Britain?" he asked. "Is it merely a showpiece or a form of entertainment to attract overseas visitors to this country? Or is it seriously intended as a medium for securing orders from overseas for British industry?

"If the latter then I would criticise it to the extent that it is not the experience of the carpet trade that it is intelligently organised with that aim in view.

"We ourselves export in large quantities to many overseas markets, almost entirely in Oriental and traditional designs. The Council of Industrial Design (which is compiling a stock list from which exhibits will be chosen) is determined to exclude these designs from this or any other exhibition organised by them.

"In these circumstances could you expect to find carpet manufacturers aroused to a high pitch of enthusiasm for the Festival of Britain from a trade point of view?"

Beresford & Hicks' 60th Birthday

BERESFORD & HICKS, the well-known furniture manufacturers of Curtain Road, Shoreditch, London, E.C.2, celebrate their sixtieth birthday next week.

In celebration of this anniversary, Beresford & Hicks will hold a special display of furniture at Curtain Road from September 25 to October 6. The display will be open from 9.30 a.m. to 5 p.m.

New furnishing showrooms have been opened by Newbiggin Co-operative Society, Ltd., Newbiggin-on-Lune, Westmorland.

NEW DAY MOVE TO NEW HEADQUARTERS IN HEART OF MANCHESTER

Central Buying from Oldham Street

HEADQUARTERS of the New Day Furnishing Stores, Ltd., are to be moved this week-end from Stockport Road, Levenshulme, a Manchester suburb, to Oldham Street, off Piccadilly, right in the heart of the city.

THE firm has taken over premises formerly occupied by Marks & Spencer's in Oldham Street. The furniture buyer and more than 100 administrative workers will move from Levenshulme to the new headquarters where workmen this week were putting the finishing touches to a big scheme of conversion.

New Day Furnishing Stores, along with ten associated companies, control 73 furnishing stores in England and Scotland and another branch is shortly to be opened in Edinburgh.

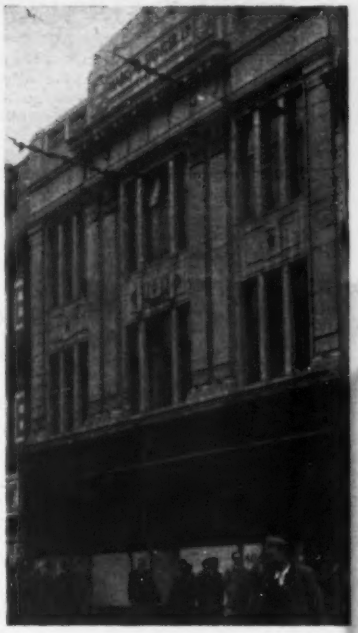
Administrative workers will occupy the two upper storeys of the new headquarters; the ground floor is on lease to the Post Office authorities.

The old headquarters at Levenshulme are housed in the same building as the furnishing store there, and the removal to Oldham Street will permit an extension of the furnishing store itself at Levenshulme.

A radio and television servicing department for Lancashire will be located at the new headquarters which are situated in Manchester's most competitive "street of furnishers." There are eight stores within a distance of 100 yards.

"We have grown to such an extent that it was essential we should find new headquarters for our administrative staff," Mr. J. D. Mills, managing director, told *Furnishing World*.

"Our decision to move to Oldham Street, right in the heart of the city, is in keeping with our programme of expansion."



(Top) the new buying and administrative offices of New Day Furnishing Stores, Ltd., in Oldham Street, Manchester. (Below) left to right: Mr. E. Astbury, general manager; Mr. J. D. Mills, managing director; and Mr. L. White, buyer, during a visit to the new H.Q. on Monday. (Exclusive "World" pictures.)

Death of Carins Blooman

WE regret to report that Mr. George Carins Blooman, governing director of Bonds of Chelmsford, has died after a short illness.

Mr. Blooman, who was a widower, leaves a son, Mr. Archie Blooman of Chelmsford, and a daughter, Mrs. D. T. Nott of High Garrett who is a director of Bonds. His eldest son, Mr. John Carins Blooman died in October, 1948.

Mr. Blooman, who was in his ninetieth year, was born in Whitby, Yorks. He came to Chelmsford from the West End of London to join the late Alderman J. G. Bond in 1905 as managing director of J. G. Bond, Ltd.

On Mr. Bond's death in 1923 Mr. Blooman became governing director, and under his guidance the business has developed into a modern department store. Quite recently, on a visit to Chelmsford, Mr. Blooman was able to walk round the store, and he continued to take a keen interest in its progress up to the last.

His death will not affect the ownership of the business in any way.

Thos. Wallis Extend Business Hours

TO give office workers an opportunity to shop after hours, Thomas Wallis & Co., Ltd., Oxford Street, W., have altered their closing time from 5.30 to 6 p.m. Staff work until six on alternate nights, leaving at five other evenings, so that the store is manned at half strength for the last hour of business. Arrangement is said to have pleased the staff.

One advantage is that late customers are not put off by sight of salesgirls clearing up; under earlier closing this started about 5.15, but is now postponed until ten minutes to six. In addition, cafeteria teas are served until six.

Furnishing Man on 9 Charges

Three Accused in Luton Case

FOLLOWING their appearance at Luton Borough Court on a total of 23 charges of alleged stealing, receiving, conspiring to defraud, and falsifying of accounts, two former department managers and a shop assistant still in the employ of Luton Co-operative Society, Ltd., were committed for trial to Bedfordshire Quarter Sessions.

The three accused, all Luton men, were Stanley Jackson, former furnishing manager, of Carlton Crescent; Frederick Fossey, former electrical department manager, of Grosvenor Road; and John Cyril Howe, assistant in the outfitting department, of Ashburnham Road. All three had served the society for 23 years.

Nine charges against Jackson included the theft of a cocktail cabinet, ordered by him at the B.I.F. in 1947 to be supplied to the society and invoiced at £89 4s., and receiving a television set valued at £120.

Eight charges against Fossey included the theft of a television set, alleged to have been delivered by him to Jackson, and receiving a kitchen table and bedstead, alleged to have been stolen by Jackson.

Howe was faced with six charges, including the theft of a suit of clothes, alleged to have been stolen by Jackson, and receiving a stolen carpet.

Delivered to own House

Concerning the theft of a cocktail cabinet, it was stated that Jackson had the piece of furniture delivered at his house, and he handed over £40 or £50 to a first hand in the furnishing department and an entry was made, but nothing more was done to pay the balance. Jackson later sold the cabinet. The £120 television set was alleged to have been purchased through Fossey's department. An initial payment of £20 was made by Jackson, and Fossey later omitted the entry from his debt list so that there was no further call on either himself or Jackson.

The prosecution submitted that a reciprocal arrangement had been made by the three accused men to obtain the various goods.

★ Furniture Men Join Drapers at Golf ★

"Furnishing World's" cameraman took these two pictures last week at the golf competition organised by the South London Drapers Athletic Association at Cuddington Golf Club, Banstead. On the left, H. C. Goss (director, Gossfield, Ltd.) watches George Hensher (managing director, George Hensher, Ltd.) putting. On the right, A. A. Harvey (furniture buyer, Holdron's, Balham) shares a joke with G. L. Brighton (furniture buyer, Kennards of Wimbledon.)

How Does Trader Recover Tax On Sales To Visitors?

NORTH-WESTERN Area Council of the National Association of Retail Furnishers has begun to issue a bulletin to deal with points of interest that may be peculiar to the North-West and also matters of national importance.

Jean Ashcroft raised an interesting query about purchase tax. She wrote:—

"A Canadian visitor made a purchase that bore purchase tax, and when paying for the article, presented a sheet of purchase tax coupons.

"On the instructions issued with the coupons was a statement that they might be used for any goods. It was also stated that those coupons would enable any shop to sell free of tax any goods which the holder may need personally for his family while in this country.

"The shopkeeper had to see the passport and had to detach one coupon for one pound or part of one pound's worth of goods purchased and had to sign a copy of the bill.

"The query brought to me," added Miss Ashcroft, "was: 'How does the shopkeeper recover the purchase tax?'" Enquiries were being made.

Window Lighting Order: Leeds Protest

ALLEGING discrimination against traders, the Leeds Chamber of Trade has decided to protest against the Minister of Fuel and Power's decision not to allow shop window lighting until after 6 p.m., except on Saturdays and Sundays.

Mr. Frank S. Sanderson, president, described the Minister's decision as "a disgraceful state of affairs that traders should have to carry on with darkened windows except on Saturdays and Sundays."

He added that if there had to be load-spreading it should be more evenly distributed.

Lamination Firm Enlarge Factory

BECAUSE of the extensions to their Chatham Road, Maidstone, factory and reorganisation of their production line, Alesbury Bros., Ltd., the laminated bent timber manufacturers, have closed their Coventry works, as all demands can now be met by Maidstone, to which all communications should be addressed.

These two mannequins are demonstrating the making-up of various types of modern divans at the Leeds Brighter Homes Exhibition. (Picture by "The Yorkshire Evening News.")

Leeds Has Brighter Homes Show

FOR the first time since 1938, Leeds has its Brighter Homes Exhibition (organised by Provincial Exhibitions, Ltd.) at the Fenton Street Drill Hall, from September 12 to 23.

The Exhibition was officially opened by Mr. Sonnie Hale, who was appearing at the Grand Theatre, Leeds.

An interesting feature was the use of two Leeds mannequins to demonstrate the ease in making up modern divans. Wearing night clothes, they demonstrated the points of the new divans, including one convertible into either two single beds or a double bed. This display is being featured by Industrial & Household Supplies (Leeds), Ltd., the bedding specialists, 33, Cookridge Street, Leeds, 1.

While many familiar faces were missing at this first post-war exhibition, it is good to see that old-established local firms are to be found, including Hemingways (Furnishers), Ltd., The Headrow, Leeds, who have a very dignified display.

Also exhibiting are: Phillips Furnishing Stores, Ltd., Briggate, Leeds; Minty, Ltd.; Fabrics & Fittings, Ltd., Harrogate; H. J. Searle & Son, Ltd., London; Easiwork, Ltd., Gillingham, Kent.

U.S. Firms "Clamour" To Buy British Furnishing Fabrics

Fears of Shortages in Own Market

AMERICAN furnishing firms are clamouring to buy British to counter the effect of the war they believe to be imminent, according to Mr. Sydney Friedland, twenty-year-old fabric salesman of Fabian Friedlands, Manchester, who has just returned from a sales trip to the American Eastern Seaboard.

"COMPARED with eighteen months ago, I had a very good reception in America," Mr. Friedland told *Furnishing World*. "Consumer sales in America have jumped 48 per cent in the past eight months and there is a general desire to buy our fabrics to stave off the shortages which a war would mean. Though everyone tries to pretend that they don't think war is likely, you can tell that they are all worried about it."

Mr. Friedland found that woven brocades in small designs were most popular, and he sold many bird's-eye and other of the more conventional motifs.

"I worked in the belief that it is impossible to try to crash in on the essentially American designs, and it paid dividends," he said.

"A point which I do not think has been sufficiently brought home is the value of the Western Seaboard as a market. The New Yorker and the Eastern Coast drapers will not buy, because they welcome the chance of a trip to Europe to buy in this country. In many cases the New Yorker won't look at samples in his own country. But a trip to Europe is often out of the question to the Western firms, because of the distances involved, and I found them very ready to buy, partly, I suppose, because of the novelty."

Re-armament May Affect Furniture Production

DEVELOPMENT of the Government re-armament programme may cause some furniture firms in the High Wycombe area to re-orientate their production programmes.

General improvement in trade in domestic Utility furniture is being well maintained but production may be affected if, as is generally expected, the armament programme brings important new contracts to local factories.

Some contracts for chairs and other furniture in connection with the development of the Government programme have already been placed, it is understood, and some manufacturers expect that they may have to switch to war-time arrangements for dealing with orders for wooden boxes of different types and other wooden components needed for the re-armament programme.

New Offices for West Makers

THE West of England and South Wales Furniture Manufacturers' Association have found their temporary offices at No. 5, Hill Street to be very suitable and have therefore taken a lease on the premises.

Mr. I. H. Howard, secretary, asks all members to note the address. The telephone numbers remain the same: Bristol 23655 and 25902.

Grimsby Education Committee have agreed to the borrowing of the sum of £3,500 for the purchase of furniture for the new Primary Junior and Infants' School, Carr Lane, Grimsby.

Agreement for Window Blind Industry

AN amendment to the National Agreement for the window blind industry has now been concluded. This agreement is the same as that for the furniture industry except that, as the window blind industry is a seasonal one, one of the two weeks' holiday can be taken at any time of the year. The other week must be taken during the recognised holiday period.

Iles (Tooting), floor coverings specialists, 162b, Mitcham Road, S.W.17, have had a new modern shopfront installed at their premises.

Viewpoint

THIS week, from Sweden, comes a story that should be of the greatest interest to the British furnishing industry. We suggest that it should be carefully studied by the Confederation, for if some such plan could be adopted in this country we believe it would be of the greatest assistance to the trade as well as to the public.

The story, which appeared in the "News Chronicle," is this:

★★ Providing that they have a place to live in, newly-married couples in Sweden can obtain from the National Bank, without security, about £140 to buy furniture.

The loan is repayable over a period of three to eight years at an interest of 4 per cent. It is accessible to rich and poor alike, and, the authorities say, there have been no abuses of the scheme since it was instituted.

Private initiative, in co-operation with the authorities and the trade, established what is now known as the Furnishing Advisory Bureau.

A permanent furniture exhibition is attached to it, and a small staff is occupied partly in looking at furniture in the shops, and partly in advising people how to spend their money to the best advantage.

Newlyweds go in and say: "We have two rooms and kitchen and want to furnish them on the loan granted to us. What can we do?"

The "adviser," who is a furniture expert, then notes the couple's likes and dislikes, and with the aid of specimen pictures and furniture helps to plan their home.

Then the couple are armed with a list of shops where the selected goods at the right price can be obtained. The Bureau organises lectures on home-making. They are always packed.

The Stockholm Furnishing Advisory Bureau is run at low cost. There are no luxury showrooms and no high-pressure salesmen. Three women do all the work in three spacious, simply arranged, wonderfully bright rooms. They go round looking at furniture, ask for advice themselves, and get it from shops and stores and from building societies—and they spend three hours a day answering questions.

★★ Here appears to be a plan which, in these days of a "Welfare State," might recommend itself both to the Government and the furnishing trade. The loan, carrying interest, would not be a financial burden in the long run; apart from the loan, there need be no Government interference, for the trade itself could carry out the whole of the advisory work; and the public would be both helped and safeguarded.

It is probable that the scheme would also automatically cancel out extensions of municipal trading.

There would have to be variations in such a plan if it were to be adopted in Britain, but the general principles are, we believe, sufficiently interesting to be carefully considered by manufacturers and retailers through the national body, the Confederation.

Readers' Viewpoint

"Warn Us Before Models Are Withdrawn"

The Editor,
"Furnishing World."

SIR,—As a retailer, I would suggest to manufacturers that the standard of their production should remain equally as good at all times of the year, and not only when orders are not forthcoming from us.

Retailers are not given enough notice from manufacturers when there is a change in their production line—for instance, withdrawals of certain models. The retailer, having sold a certain suite a number of times, finds himself unable to obtain delivery because the manufacturer doesn't make that model any more. Imagine the predicament we are placed in with the customer!

Please tell us a month or more before, that a model is withdrawn, that we can't get it. Then we know how we stand with our stocks, and are not left in mid-air, crying for something which isn't there.

Yours, etc.,
C. M. LEE.
Lee's House Furnishers.
58, High Street,
Tooting, S.W.17.

LETTERS

This week the Editor has received for publication two letters, signed with noms-de-plume, neither of which gave the names or addresses of the writers. ALL letters must be accompanied by names and addresses, whether these are for publication or not.

Woodware Imports Affect Home Trade

CHESHAM (Bucks) Woodware Manufacturers' Association have complained to the Southern Regional Board for Industry that importations of articles of domestic woodware are adversely affecting local trade and threatening the employment of 500 workers in the area.

The Buckinghamshire manufacturers have pointed out that the imports are undercutting local products in price.

Union representation has also been made on the subject.

The complaints are now being considered by the Board of Trade.

Wycombe College Re-named

HIGH WYCOMBE Technical Institute, the "university" of the Wycombe furniture industry, has now been re-named High Wycombe College of Further Education.

Comprehensive courses in all branches of the furniture trade have been prepared for the opening of the new session of evening classes on October 2.

In addition to the usual classes for draughtsmen and designers, chairmakers and cabinet makers, there will be opportunities for instruction in industrial design, fashion drawing, etching and wood engraving.

The course in timber technology, introduced with outstanding success two years ago, is being continued.

personally speaking...

NEWS OF MEN YOU KNOW

MEMBERS of the Northern Furniture Manufacturers' Association, at their special general meeting held last week in Leeds, heard with regret that one of their fellow-members, **W. Taylor,** of S. Taylor & Sons, Ltd., Signal Works, Marsh Lane, Leeds, has undergone an operation in a Leeds nursing home. It will be many weeks before Mr. Taylor will be able to attend business.

☆ ☆

I AM glad to report that **Frank Elland,** of Doncaster, of the Doncaster furnishing firm of Ellands, Ltd., is now making satisfactory progress after having been taken suddenly ill.

☆ ☆

ONE of the speakers at a conference concerning Art Appreciation in Yorkshire, to be held in the Tempest Anderson Hall, York, on October 14, will be **R. W. Wynn,** director of Sheard, Binnington & Co., Ltd., the Doncaster furnishers.

☆ ☆

Charles Farbrother

I RECEIVED a letter this week from **Charles Farbrother,** of "Whytecroft," 18, West End Gardens, Esher, who tells me that he has resigned his appointment as London and Southern representative for Harris Lebus, Ltd., after 21 years' service, to take up agency work. At the moment his only "house" is R. A. Jenner, Ltd., manufacturer of upholstery, of Brighton, Sussex.

☆ ☆

MY roving reporter informs me that **J. Rush** has become furnishing manager and buyer of Haslemere Co-operative Society, **Ltd.**

☆ ☆

A NOTE from Daniel Toper & Sons, Ltd., the Isleworth makers of "Top-E-Rest" upholstery, tells me that they have appointed **H. Archer,** of 65, Gladstone Place, Brighton, as their South Coast representative.

☆ ☆

IT has become the practice for the President of the National Bedding Federation to pay an official visit to all the sections during his year of office. In accordance with this custom, **William Rhodes,** this year's president, was in Northern Ireland to attend meetings and to meet members of the Ulster Bedding Manufacturers' Association on Monday, Tuesday and Wednesday of this week.

☆ ☆

MY congratulations to **A. M. Hesselberg,** junior director of Conberg, Ltd., the furnishing fabric manufacturers, of Dale End, Birmingham, who has become engaged to **Miss Sybil Joy Lewis,** elder daughter of Mr. and Mrs. Phillip Lewis, of St. Annes-on-Sea.

☆ ☆

THE furnishing trade has many strong associations with sport. Golf, for example, has raised many thousands of pounds in Wales for the F.T.B.A. And now the trade in Swansea has an interesting tie-up with cricket, for **Gilbert Parkhouse,** the Glamorgan and England batsman, now with the M.C.C. team on the way to Australia, is the youngest son of **Mark Parkhouse,** cabinet buyer at Ben Evans & Co., Ltd., Swansea. With thirteen of his fellow buyers and directors of the firm, Mr. Mark Parkhouse was a proud onlooker recently during a presentation made to Gilbert by **David Williams,** chairman of the company. In appreciation of the honour which he had brought to Swansea and to his parents, the firm presented him with a sea-going trunk and a silk dressing gown. His wife also was made the recipient of a leather handbag. Mr. Parkhouse, sen., who went to Tilbury on September 14 to see his son embark, is himself well known in sporting circles. While a life member of the Swansea Football and Cricket Club, he also treasures memories of earlier days when he was a prominent walker in Welsh athletics.

A Smile with BETTS

"That's right, sir. Now, just imagine — you're tired — you've had a hard day at the office— your wife fetches your slippers——."

☆ ☆

I LEARN that **Ronald S. Schofield,** managing director of Schofields (Leeds), Ltd., has been made a justice of the peace for the City of Leeds. In 1931 he entered the store founded by his father, the late Mr. Snowden Schofield, almost 50 years ago. His father was a justice of the peace for nearly 20 years. Mr. Ronald Schofield was educated at Oundle and Cambridge. For seven years he has been chairman of the Retail Trading Standards Association.

☆ ☆

NEWS comes to hand that **D. M. Boyd,** chairman and general manager of Wm. McLaren, Sons & Co., Ltd., Glasgow, has retired at the age of 85.

Nomad

Public knows what it wants
—says furnishing brains trust

Four Experts Discuss Design Policy

EXECUTIVE members of some leading furnishing firms took part in the fifth of a series of discussions on "Design Policy for Industry" organised under the joint auspices of the Federation of British Industries and the Council of Industrial Design and held at the F.B.I. headquarters.

Mr. John Gloag was in the chair, and the brains trust consisted of Messrs. R. D. Best (chairman and managing director, Best & Lloyd, Ltd., light fittings), E. W. Goodale (director, Warner & Sons, Ltd., furnishing fabrics), D. Gomme (director, E. Gomme, Ltd., furniture), and R. A. Maclean (chairman, A. F. Stoddard & Co., Ltd., carpets).

Apart from a number of prearranged questions which had been already circulated to the team and to the audience, there were several spontaneous questions. One of the most interesting was put by a member of the audience who wanted to know *if there was co-ordination of the design and sales policy between the home market and the export trade.*

Mr. Goodale thought they had to divide production into two groups, the home market and the export market. There were some lines which proved most successful in America and Canada, but which would not sell on the home market, and, on the other hand, there was a regular range of designs produced for the home market which would sell in Australia, New Zealand, and Scandinavia.

Mr. Maclean said that the overseas markets had all quite different requirements. Some designs were in great demand in one foreign market and could not be given away in another. The extent to which they overlapped on the home market was not so great.

Another member of the audience asked: *"Does the team subscribe to the view that the public does not know what it wants?"*

Two Consumer Classes

Both Mr. Best and Mr. Gomme said they did not take that view, and Mr. Goodale gave his answer as "yes and no." There were, he said, two classes of consumers. There was the person who relied upon the advice of a reputable furnisher when furnishing a house, and there was the "expert" who had read widely on the subject and who would go to the shop and state exactly what he wanted in carpets, curtains, and so on. But, on the whole, Mr. Goodale believed the public did know what it wanted.

Another spontaneous question was: *"Should the manufacturer have the courage of his convictions with regard to design and give the public what he (the manufacturer) thought was best?"*

Mr. Gomme said that his firm was trying to produce furniture that the people wanted; his designers had instructions to design sincerely.

Mr. Goodale thought that if they produced only what they considered the finest type of design in the modern idiom, they would offer a range of materials to a limited market and would not be able to continue to design that range very long.

Mr. Goodale continued: "While we have, during the last ten to fifteen years, offered that type of product progressively, and I think up and down we have increased our sales, we have also offered the public a fairly substantial range of the things they used to buy and will still buy, and I think we have got to continue doing that."

Has Cabin Room for Crew of Six

One of a new fleet of specially designed pantechnicons put into service by Chas. Cook's Furnishing Stores, Ltd., Hammersmith Road, W.14. The front cabin has seating accommodation for a crew of six.

"Pram Safety Straps Should Be Secured"

MR. H. W. WEDLAKE, of H. W. Wedlake & Co., Ltd., Liverpool, perambulator retailers, states: "Were I in power to control, I would insist on all safety belt side straps being screwed down upon the seat rail of every pram.

"This would certainly curtail some of the freedom baby now has, but it would prevent more accidents so often reported. The efficiency of pram brakes was often taken for granted.

"The user is quite right in assuming that brakes should not be fitted to a pram unless they are efficient and absolutely safe. But how can one guarantee that brakes which have been neglected and perhaps subjected to rough treatment by the user, will have a safety value that will last the life of the pram? It's impossible.

"If a pram brake does not seem as efficient as it used to be, the mother should arrange for it to be checked up."

New Premises for Soft Furnishings

ADJOINING shop premises at 153-155, Mitcham Road have been acquired by Harvey, departmental store, Tooting, S.W.17, and opened as new furniture and soft furnishings departments with a 40 ft. window frontage.

NARF Has Improved Liaison Between Retailers, Makers

Branding and Marking: The Difference

DURING the past two years one of the things which the National Association of Retail Furnishers had done was to improve relations with manufacturers, said Mr. R. G. Weekes, chairman of N.A.R.F., when speaking at the annual luncheon of the East Midland Area Council in Bedford.

THEY did not always see eye to eye with each other, but they had talked over their problems so that each side could appreciate the other's point of view.

Mr. Weekes went on to say that he did not think conditions for retailers were going to become easier during the ensuing months and years. They were likely to run into considerable difficulties, and in his view there never was a greater need for the National Association than at the present time.

The chief guest at the annual meeting of the Area Council, which followed the luncheon, was Mr. A. Wynn Healy, chairman of the B.F.M., who had been specially invited to talk on the compulsory marking of furniture.

Wynn Healy Explains

Mr. Healy drew a distinction between branding and compulsory marking. The proposal of the Furniture Development Council as endorsed by the Board of Trade, was that all furniture should be marked with the manufacturer's name and address.

Many manufacturers felt that it had served their interests to brand their products, and in this connection he made reference to the bedding industry where a large volume of goods were branded and nationally advertised, which he suggested redounded to the advantage of the retail trade.

The decent manufacturer did not mind whether his name was on the furniture or not — and retailers always decided who was the decent manufacturer, but he did think that a shoddy manufacturer would think twice before putting his name on a sub-standard product. He himself had been a retailer and he knew that retailers take the backwash on the goods they supply, because if the consumer purchased a poor quality article it was the retailer who got the blame and the bad reputation.

Under compulsory marking it would be the manufacturer whose name would be affected and he would get the backwash. He was of the opinion therefore that compulsory marking would weed out the makers of poor quality furniture.

A number of questions were put to Mr. Healy, Mr. F. A. Gamman asking why was it necessary for the address of the manufacturer to be added, as well as his name. He emphasised that it was the retailer who undertook the responsibility for the quality of the goods he supplied, and therefore why should not the retailer's name and address be compulsorily applied to the furniture? The identification of manufacturers of Utility furniture was already obtainable through the application of their licence number.

Mr. S. C. Hayne said that the representations and views submitted by the retailers' associations, both to the Development Council and to the Board of Trade, had not in his opinion been accorded the due weight to which they were entitled. The vast majority of retail opinion was certainly against compulsory marking.

Mr. J. Whitmore Jeffery (Northampton) was re-elected chairman of the East Midland Area Council for the ensuing year, and Mr. L. J. Merchant (Luton) was elected vice-chairman. Mr. G. W. Cartwright (Bedford) was elected honorary secretary, and Mr. F. A. Gamman (Bedford) honorary treasurer.

Mr. R. G. Weekes

Mr. A. Wynn Healy

The Need for Good Salesmanship

"SALES people to-day have a far greater responsibility to the public than they have ever had," said Mr. R. G. Weekes, national chairman of N.A.R.F., when he addressed the new term meeting of the Brighton College of Art National Furniture Diploma Course on Monday.

"A good salesman can exert a tremendous influence on his customers, and I want that influence to be for the best. I do not think," said Mr. Weekes, "that the public have got quite so much money to spend on furniture as they had, and there are many other things on which people can spend their money. Young people especially, who come to us should have the best possible service and advice."

Death of Brighton Craftsman

WELL known in Sussex furnishing circles as a craftsman of the old school, Mr. Grover Hook, of 44, Cheapside, Brighton, died at his home last week at the age of 79.

He had been in business in the town as a cabinet maker and french polisher, working on his own account for nearly sixty years. Frequently he was consulted by antique dealers from all parts of the country on matters of period furniture on which he was an authority.

He leaves a married son who will continue the business.

Wins Gilbert Rogers Design Prize

Presenting the prizes for the Gilbert Rogers Design Competition. Left to right, Mr. H. Graham (vice-president of the Merseyside and District Manufacturers' Association), Mr. D. McPherson (who came second in the competition), Mr. S. Scott (winner), Mr. Guy Rogers and Mr. S. Hawkins.

Furnishers Win Window Dressing Contest

DURING the recent Wrexham Carnival Week a window-dressing competition was held which was won by S. Aston & Son, Ltd., furnishers, Regent Street, Wrexham, who have ten display windows.

One of these windows was devoted to a display which showed the growth of the firm's business and premises.

The display man took as his model an old print of Hope Street, Wrexham, in 1875, and built a model of the small, one-window shop at which the founder of the firm—the late M. Samuel Aston—began business.

Next door to the shop model was a replica of the old thatched-roofed inn, the "Horse and Jockey," which still stands in the centre of the town.

The inn was lit up so that shadows of the guests within were seen and small figures approaching the model of Aston's shop were dressed in period costumes.

Prominent in the display was a map of Wales showing the 25 towns in which Aston's now have branches.

The other nine windows of the store were devoted to a display of modern furniture, carpets and soft furnishings.

Alderman William Aston, son of the founder, is chairman of the firm, and Mr. Sydney Aston, grandson, is managing director. Mr. W. F. Aston, Mr. Sam Aston, grandsons, and Mrs. E. Morris, granddaughter, and Mr. I. F. Aston, great-grandson, are directors.

More Telephones

A. Oakden & Sons, Ltd., hardware factors, 86-90, Curtain Road, London, E.C.2, have installed additional telephone lines. The number has been changed and is now BIShopsgate 3222 (20 lines).

EST. 1853

THONET
BROS. LTD.
BENTWOOD CHAIRS
TABLES
48, GREAT EASTERN ST., LONDON, E.C.2
Telephone: BISHOPSGATE 7535/6 (2 lines)

Development Charge on Adjoining Premises

New Govt. Ruling

SINCE the passing of the Town and Country Planning Act, 1947, the Ministry and the Central Land Board have consistently held the view that the joining of two shops into one by demolishing the internal dividing wall constituted development and thus attracted a development charge. This contention has been opposed by retail trade interests.

As the result of a case recently referred to the Minister, the position has been clarified, the Minister replying that "the question is whether such an operation is deemed not to involve development by virtue of the proviso of subsection (2) of section 12 as being the carrying out of works for the improvement or other alteration of a building which affect only the interior of the building or which do not materially affect its external appearance.

"In the opinion of the Minister the 'external appearance' of a building is what can be seen from the outside and it is of no consequence whether the premises within which the work is done are to be regarded as formally one building or two, provided that the work will not materially affect the appearance of premises as seen from the outside. It is not necessary to consider, therefore, whether the work will affect only the interior of the building and the Minister determines that the breaking through of the interior does not constitute development."

When considering this reply and the position thus established, it should be borne in mind that the above does not cover cases where a material change of use is also involved. In such a case, the above ruling might not apply.

Furniture in Leicester Show

THERE were some excellent furniture displays on the stands at the Leicester Home Life Exhibition held in the Granby Halls from September 13 to September 23.

Among them were noticed Lush (Rowland Hartrick, Ltd., of Birmingham) who have a branch in Leicester; The Fame Carpet Co. of London, who showed a large quantity of Persian carpets; while Leicester firms exhibiting were: Phillips Furnishing Stores, Ltd.; Clemersons, Ltd.; H. Nicholas, Ltd.; Co-operative Society, Ltd.; Leslie Bailey and Austin Berridge, Ltd.

Hornsey Firm Extends and Concentrates On Bedding Department

FOLLOWING the installation of a new frontage and enlargement of their showrooms, Gossfield's, Ltd., The Wellington Furniture Stores, 16-18, Turnpike Lane, Hornsey, N.8, are re-organising their business and extending their bedding department.

The new shopfront adds appreciably to the corner site premises occupied by the company. Total frontage is 60 ft. and the store has a main double-door entrance at the corner, with a separate side entrance to the bedding section. An arch-shaped opening has been made in an interior wall to link up the showrooms.

Interviewed by a *Furnishing World* reporter, Mr. H. C. Goss, managing director, said: "Our new frontage enables us to put on better displays and has certainly increased trade. We are now concentrating on developing our bedding business."

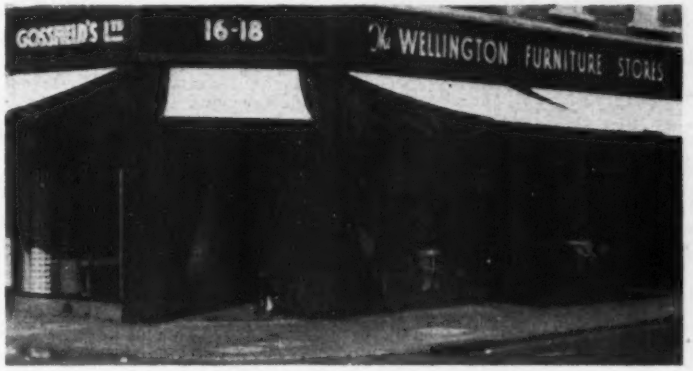
Mr. Goss, who has spent 30 years in the trade, was at one time buyer of furniture and carpets for Bearmans, Ltd., Leytonstone, E.11, and buyer for Selfridge & Co., Ltd. He has also had several years' experience of American store trading. He is on the Board of the Buyers' Benevolent Association.

Mr. H. W. Fielding is also a director of the firm.

Manager of the main store is Mr. C. A. Davies, who was previously a salesman at Bearmans, Ltd. He has been with the firm over 5 years.

Mr. F. Ayres is manager of the company's branch store at 47, Old Church Road, Chingford.

Top, left, Mr. H. C. Goss, top, right, Mr. H. W. Fielding and, right, Mr. C. A. Davies. Below is the corner-site in Turnpike Lane.



Wycombe Timber Firm Expands

HARDWOOD supply facilities for the High Wycombe furniture industry will be improved by the expansion of G. R. Wiltshire & Co., Ltd., timber merchants of Easton Street, High Wycombe and Cannon Street, London, who this week move to new accommodation at Coronation Road, Cressex, High Wycombe.

Wharfinging facilities for High Wycombe factories lacking accommodation of their own will be provided on the fine new four-acre site, 500 feet above sea level, where temporary offices have been erected. Ultimately the service from the firm's existing piling yards in the Wycombe area will be co-ordinated in the new stockyard and the other yards closed.

The new yards will enable the firm to cope with increased trade following the rapid expansion since the company's inception four years ago.

Chairman of the directors of the company is Mr. Gilbert Wiltshire, one of the most popular figures in the High Wycombe industry, who was for eleven years with William Birch, Ltd., furniture manufacturers of High Wycombe and subsequently a director of Smeaton Hanscomb & Co., Ltd., timber merchants, of High Wycombe.

His co-directors are Mr. A. R. McLachlan, prominent in the High Wycombe and London timber and furniture industries, and Mr. C. J. Haunton, formerly sales manager of Smeaton Hanscomb.

Maple's Take Over Their New Leicester Store

MAPLE & CO., LTD., of London, W.1, have taken over the management of the old-established business of R. Morley & Sons, Ltd., furnishers, Market Place and Cank Street, Leicester.

When various alterations are completed the company will re-open the showrooms as a comprehensive branch in the provinces.

Sunresta

SPRING INTERIOR MATTRESSES
&
DIVANS

W. LEET & SON, LTD. • CURTAIN RD. • LONDON, E.C.2

Stockroom Dates: Guide to the New-Furniture Shows

A. SCOTT (DURIDE), LTD. September 25 to 29, at Grosvenor Hotel, Deansgate, **Manchester.** Showing three-piece suites in Duride and uncut moquette, fireside chairs and bed-settees and new model bed-settee which converts with one movement. O. Slesnick, sales manager, and H. and H. A. Meadowcroft in attendance.

• • •

A.V.P. GROUP SOUTH WALES COMPANIES (Welsh Furniture Industries, Ltd., P. Bendell, Ltd., South Wales Metalcraft, Ltd., Amatacraft, Ltd., Durabestos [Woodworkers], Ltd. September 25 to 29, at Cockburn Hotel, **Edinburgh.** Showing range of ten bedroom suites from which 30 different complete suites can be made, also "Presto," a new Utility multi-purpose lounge-dining table. H. Bennett and R. Sampson in attendance.

• • •

B. & I. NATHAN, LTD. September 25 to 29, at Commercial Hotel, **Newton Abbot.**

• • •

CHARLES NEWTH & SONS, LTD. September 25 to 29, at Y.M.C.A., **Dundee.** J. M. Mitchell and R. P. Clark in attendance. Also at Wellington Hotel, **Leicester.** S. W. Frazer, sales director, and H. Niblett in attendance.

• • •

DANCER & HEARNE BROS., LTD. September 25 to 29, at Grosvenor Hotel, Deansgate, **Manchester.** Showing modern and reproduction oak and walnut dining sets and office, canteen and kitchen chairs. J. S. Blakiston and R. F. Hardiman in attendance.

• • •

D. M. DAVIES OF SLOUGH & SHEER METALCRAFT, LTD. September 25 to 29, at Queen's Hotel, Piccadilly, **Manchester.** E. Harvey and S. C. W. Taylor in attendance.

D. M. GILBERT (and Relax Bedding and Upholstery; and Gaywood Furniture, Ltd.). Now until September 27, at Cobden Hotel, Cherry Street, **Birmingham.** Showing new range of imported walnut bedroom suites, and latest dining-room and upholstered furniture. G. W. Holdsworth in attendance.

• • •

ENFIELD Furniture Manufacturing Co., Ltd. September 25 to 29 at Wellington Hotel, **Leicester.** R. F. Burton in attendance.

• • •

EXELOAK, LTD. From September 25 to October 6, at showrooms of Lincoln's of Bristol, Temple Way, **Bristol.** Showing dining-room funiture.

• • •

F. AUSTIN (LEYTON), LTD. September 25 to 29, at Market Hotel, **Birmingham.** Showing "Austinsuites." N. Austin and John Betts in attendance; also at Grosvenor Hotel, **Manchester.** R. F. Hardiman and A. H. Terry in attendance; Grand Hotel, **Cardiff.** L. J. Rees and F. C. Crompton in attendance; Royal Hotel, **Bristol.** H. J. M. Williams and H. Garland in attendance.

• • •

F. H. L. SANDERSON, on behalf of Sidney Brookes, Ltd., Stonehill Furniture, Ltd., Lita Loom, Ltd., A. Shapiro, and H. J. Berry & Son. September 25 and 26, at Kenilworth Hotel, Queen Street, **Glasgow.** September 28 and 29, at Cockburn Hotel, Cockburn Street, **Edinburgh.**

• • •

F. H. MARSHALL & CO., LTD. September 26 to 29, at Y.M.C.A., **Dundee.** Showing "Talent" dining sets. J. M. Mitchell and R. P. Clark in attendance.

• • •

FREEDLANDS, LTD. September 25 to 29, at Royal Turk's Head bedsteads, wire mattresses, occasional furniture, interchangeable bedroom furniture, kitchen cabinets, dining, lounge and twin-top tables, fireside chairs and three-piece suites. E. Evers, sales manager, and J. Heslop in attendance.

• • •

GEORGE HENSHER, LTD. September 25 to 29, at Market Hotel, **Birmingham.** Showing "Zenith" upholstery. John Betts in attendance. September 25 to 29, at Home Guard Club, Pottergate, **Norwich.** Jack Martin in attendance.

• • •

HARRIS LEBUS, LTD. September 25 to 30, at:—

Inverness. Cummings Hotel, Church Street. Tel.: 489. Monday 2 p.m.-8 p.m.; Tuesday-Thursday, 9 a.m.-8 p.m.; Friday, 9 a.m.-1 p.m.

Plymouth. St. Andrew's Abbey Halls, Catherine Street. Tel.: 61414. Monday-Thursday, 9 a.m.-6 p.m.; Friday, 9 a.m.-1 p.m.

Colchester. The Red Lion Hotel, High Street, Colchester. Tel.: 369011. Monday-Friday, 9 a.m.-8 p.m.

Leicester. The Little Theatre, Dover Street, Leicester Tel.: 21945. Monday-Thursday, 9 a.m.-8 p.m.; Friday, 9 a.m.-1 p.m.

Burslem. The Embassy, 4, Waterloo Road, Burslem. Tel.: 88376. Monday-Friday, 9 a.m.-8 p.m.

Cardiff. Grand Hotel, Westgate Street. Tel.: Cardiff 1531 and 1996. Monday-Friday, 9 a.m.-8 p.m.

• • •

JARMAN & PLATT, LTD. September 25 to 29, at Grand Hotel, Colmore Row, **Birmingham.** Lionel Mindelsohn in attendance.

• • •

JOINT display by B. Levine & Sons, Ltd., L. Serlin & Sons, Ltd., C. G. Lovegrove & Co., Ltd., T. W. Mealing & Son, Ltd., Woodland Furniture, Ltd., Stanley Wood, Ltd., Arthur Productions, Ltd., Clarks Mattresses, Ltd. From September 25 to 29, at Leopold Room, Grand Hotel, **Sheffield.** Showing modern and reproduction furniture.

• • •

L. SHROOT & CO. September 25 to 29, at George Hotel, 235, Buchanan Street, **Glasgow.** Showing upholstery. L. Shroot and R. C. Robertson in attendance.

• • •

M. MORRIS CABINET MAKERS, LTD. September 25 to 29, at Grand Hotel, Colmore Road, **Birmingham.** Alec Morris and L. Mindelsohn in attendance; also at 10, Hanover Square, Flat 6, first floor, Regent Street, **London, W.1.** Jack Morris and J. Singer in

(*continued facing page*)

Our Reproduction Range

"Richmond" Bureau (as illustrated).
"Kenilworth" 4' Welsh Dresser Dining set
"Kingsbury" 4' and 3' Bedroom Suites & Steads.
"Warwick" 2' 6" Bureau.
"Stratford" and "Shirley" Bookshelves.
"Falstaff" Bulbous Leg Low Stool.
"Olton" Claw and Ball Low Stool.
"Stonebridge" Nesting Tables.
"Greswold" Occasional Table.
"Cromwell" Table/Stool.

W. HOOPER & CO. LTD.
REGISTERED TRADE MARK
Utility Designation No. UF/KM/I/624
Phone: Calthorpe 2636/7.

W. HOOPER & Co. LTD. WOODFIELD ROAD WORKS BIRMINGHAM — — — 12

Stockroom Dates
(continued)

attendance. September 26 to 29, at George Hotel, 235, Buchanan Street, **Glasgow.** R. C. Robertson in attendance.

• • •

M. STEPHANY, LTD. September 25 to 29, at Grand Hotel, **Birmingham.**

• • •

PARSLOW FURNITURE, LTD. September 25 to 29, at Grand Hotel, Westgate Street, **Cardiff.** Showing fireside chairs and three-piece suites.

• • •

SENSINWOOD, LTD. September 25 to 29, at Grosvenor Hotel, Deansgate, **Manchester.** Showing "Presto" multi-purpose dining-lounge table and dining-room sets. H. and H. A. Meadowcroft in attendance.

• • •

STANDARD UPHOLSTERY, LTD. September 25 to 28, at Commercial Hotel, **Newton Abbot.** Special feature of British uncut moquettes. J. Rich and Alfred Hensher in attendance.

• • •

STERLING FURNITURE, LTD. September 25 to 29, at Coffee Room, Grosvenor Hotel, **Manchester.**

• • •

STONEHILL FURNITURE, LTD. September 25 and 26, at Kenilworth Hotel, **Glasgow.** Showing oak and walnut dining sets, including "Bureaumatic" sideboard; September 28 and 29, at Cockburn Hotel, **Edinburgh.** G. F. Hutchins and F. H. L. Sanderson in attendance.

• • •

WILLIAM LAWRENCE & CO., LTD. September 25 to 29, at Oxford Hall, Eaton Place, Oxford Road, **Reading.** Showing bedroom suites, dining-room sets and three-piece suites. L. A. Penney in attendance.

New Frontage Improves Trade

FOLLOWING the installation of a new shopfront, Pages (Furniture), Ltd., 115, Tottenham Court Road, W.1, have had the interior of their shop completely redecorated.

Speaking to a *Furnishing World* reporter, Mr. M. Schuman, director, who has spent 30 years in the trade, said: "We have now completely re-organised our business, and we are handling best Utility merchandise. The new frontage has considerably improved trade, in view of the fact that we can put on really attractive illuminated displays in the evenings."

Manager is Mr. F. H. Wright, previously with Jas. Woodhouse & Son.

New Windows Bring Sales

A FORTY-FOOT modern frontage has been fitted at the premises of Charles Page (Furnishers), Ltd., 51-53, Station Road, Edgware, Middlesex.

In an interview with a *Furnishing World* reporter, Mr. J. Page, a director of the firm, said: "Our new windows are commanding a lot of attention. We are noted in this district for the high standard of our displays. We deal in top-grade furniture, and enjoy a really good trade in medium and better-class carpets and soft furnishings."

Established in 1930, the company is under the managing directorship of Mr. C. Page, who has been in the trade for 40 years. He also conducts the buying.

Mr. C. C. Page is also a director.

"World" Enquiry Bureau
Some Enquiries Answered

6623.—Four enquiries for Ega Electric Co., Ltd.
6624.—"Cintique" chairs.
6625.—Agents for registration of designs.
6626.—Drop-leaf table and ironing board combined.
6627.—Three-cornered wardrobe.
6628.—As enquiry 6622.
6629.—London firm for fire screens.
6630.—Designer of plastic shell chair.
6631.—Tax liability of wall tables and double-backed chairs.
6632.—Strap hinges for folding bed bases.
*6633.—"Besouw" carpet clip.
6634.—Advice on opening up new business.
6635.—Wall seats for hotel dining room.
6636.—Where to hire fawn felt.
6637.—How to get final City and Guilds Certificate on upholstery.
6638.—Rate of payment to late entrant with broken apprenticeship.
6639.—Occasional table containing cocktail cabinet and bookcase.
6640.—"Fleet" furniture.
6641.—Tubular chairs for easy storage.
6642.—Bed quilt re-coverers.
6643.—Whitewood kidney dressing tables.
6644.—Strawboard or cardboard for upholstery.
6645.—"Phenopol."

* Means unanswered. Can any reader help?

CITY NEWS
this week is on
PAGE 64

Co-op. Furnishing Sales Increase

CHATHAM **Co-op.'s** half-yearly report and balance sheet for the period ended July 8, 1950, shows that sales in the furnishing department amounted to £16,809, an increase of £2,196, or 15 per cent, over the corresponding period of a year ago.

Furnishing department sales of £138,591 are shown in the report of the **Portsea Island Co-op.** for the 40 weeks ended July 15, 1950, an increase of £13,295 over the corresponding period.

Halstead Co-op.'s half-yearly report and balance sheet for the 26 weeks ended July 15, states that the furnishing department sales were £13,295, an increase of £816.

The **Salisbury Co-op.'s** furniture department's report for the half-year ending July 15 shows sales of £10,392, as compared with £9,310 for the corresponding period last year, an increase of £1,082.

Members of the staff of William S. Toms, Ltd., bedding manufacturers, of Hypnos Works, Exeter, recently visited the firm's Standard Works at Totteridge Avenue, High Wycombe, where they were shown the processes involved in the manufacture of component parts used in the production of mattresses.

Royal Arsenal Co-operative Society, Ltd., have taken over additional premises at Coldharbour Lane, Brixton, S.W.9, to be opened in the near future as an extension of their furnishing business.

"Downland" REG.
BEDDING PRODUCTS
are being NATIONALLY ADVERTISED
THOMAS S. SMITH BEDDING CO. LTD., Kirkby Trading Estate, LIVERPOOL.
Spring Interiors, Mattresses, Feather and Down Pillows 5239B.

take COMFORT

take PURAX

Purax REGD.

Purax "*Puractivities*"—CURLED HAIR · INTERLACED FIBRES · FEATHERS · MATTRESSES · PILLOWS · DOWN QUILTS · QUILTED BEDSPREADS · KAPOK · CUSHIONS · etc.

Purax products take comfort from the abstract realm to the material.

Or to quote Shakespeare "Give to airy nothings a local habitation and a name"!

Comfort is our stock in trade.

HARRISON AND JONES LTD., PURAX MILLS, VAUXHALL RD., LIVERPOOL

Advance News of Furnishing Contracts

BANGOR. A women's hostel at Love Lane and College Road is proposed by the University Authorities.

BARNSTAPLE. North Devon Hospital Management Committee, 19, Alexandra Road, Barnstaple, is to erect a hospital.

BATTERSEA. F. Duke, 8, Orbal Street, London, S.W.11, has submitted an application to the L.C.C. for proposed addition to Salesian College, Surrey Lane, S.W.11. The B.C. will raise no objection.

BEXLEY. South-East Hospital Board, 11a, Portland Place, W.1, propose war damage repairs at the Bexley Hospital, at £22,500.

BIRMINGHAM. The T.C. has been recommended to purchase Astley Hall, Worcs, and adapt it as a special school.

The Regional Hospital Board is to erect a kitchen and nurses' quarters at the Winson Green Hospital.

BRIDLINGTON. Wm. Younger and Co., Ltd., Edinburgh, 6, propose the rebuilding of the Britannia Hotel.

BUXTON. St. Ann's Hostel is to be adapted as a home, at a cost of £30,000, for British Rheumatic Association Homes, Ltd.

£92,000 FOR POLICE ACCOMMODATION

FROME, Som. Somerset County Council Standing Joint Committee has placed a contract for a new police divisional headquarters, courts and accommodation. The contract figure is £92,536.

CARLISLE. Plans submitted: Church hall at Briar Bank, for Belah Baptist Church Authorities. Canteen at Willow Holme, for British Electricity Authority. Ice skating rink at Currock Road, for Carlisle Greyhound Racing Co.

DAGENHAM. Mr. E. B. Webber, 39, Gordon Square, London, W.C.1, is the B.C.'s architect for the erection of an assembly hall.

DUDLEY. Extension of Lingwood Hostel, St. James's Road, Dudley, for Training College Council, Green Hall, Lichfield Road, Stafford. £25,002.

EPSOM (Surrey). Mr. A. G. Roberts, Hospital Board, 11a, Portland Place, London, W.1, is the architect for District hospital extensions.

FOLKESTONE. War damage repairs are to be carried out at the Royal Victoria Hospital for the South-East Hospital Board, 11a, Portland Place, London, W.1. Estimated cost £10,000.

GRESFORD (Denbighs). Work will begin shortly on a community centre proposed at Gresford, to cost about £20,000.

HAILSHAM. Mr. E. W. Long, 6, Old Steine, Brighton, is the architect for a children's villa proposed by the South-East Hospital Board, at £70,000.

2 HOSTELS TO BE FURNISHED

SALFORD. Approval has been received by the T.C. for the adaptation of "Kersal House," Kersal, and "Fernwood," Park Road, Pendleton, as aged persons' hostels, at a cost of £18,000.

HUDDERSFIELD. Plans are to be prepared by the Borough Architect for the erection of a child welfare and maternity centre proposed at South Parade.

KIRKINTILLOCH (Dunbartonshire). Plans are approved for extensions to the Kirkintilloch Y.M.C.A. at a cost of between £5,000 and £6,000.

LEEDS. Plans approved by the Regional Hospital Board for the erection of two blocks for the mentally defective at Winestead Colony.

LINCOLN. New ward block and nurses' quarters at Branston Hall Sanatorium, for Sheffield Regional Hospital Board. £8,367

LIVERPOOL. The Ministry of Pensions propose an expenditure of £80,000 on the erection of a hospital to plans by the Ministry of Works architect, J. Heald, 75, Newton Street, Manchester.

NEWPORT (Mon.). T.C. approval is recommended to plans for extensions to the Little Theatre, Dock Street, for Newport Little Theatre, Ltd.

OSWESTRY. Birmingham Regional Hospital Board approval is recommended to a scheme for out-patients' department improvements, and the erection of a new block at Robert Jones and Agnes Hunt Orthopaedic Hospital.

PORTSMOUTH. The Trustees of the Royal Sailors' Rest propose to rebuild on the site of the Central Hotel.

Rebuilding restaurant and ballroom at 54-60, Commercial Road, Landport, for R. Carminati; additions to staff rest room at factory at Purbrook Street, for J. W. Weiner.

RESIDENTIAL CLUB TO COST £130,000

MANCHESTER. Work is expected to start for the erection of the Montgomery House residential club at Demesne Road, Whalley Range, for Manchester Y.M.C.A. The scheme is estimated to cost about £130,000, and an appeal will be launched to raise £60,000.

SHEFFIELD. Works at hospitals are proposed by the Sheffield Regional Hospital Board, as follows: Adaptation of male detached block as geriatric unit at the Middlewood Hospital; adaptations for nurses' quarters at Foxby Hill; adaptation of Penmore Hospital for the chronic sick; adaptation of Penmore House as a nurses' home; staff houses at Saxondale Hospital; staff houses at Rauceby Hospital; new nurses' quarters at Branston Hall Sanatorium; ante-natal clinic at Melton Mowbray Infirmary and extensions to pathological laboratory at Leicester General Hospital.

Sheffield Cutlery Manufacturers' Association and the British Iron and Steel Federation have a joint scheme for a cutlery research station in Sheffield.

SOUTHAMPTON. J. Stanley Beard, Bennett and Wilkins, 101, Baker Street, London, W.1, are the architects for alterations to the New Hippodrome.

SOUTHPORT. Liverpool Regional Hospital Board proposes the adaptation of Hesketh Park Hydro as a convalescent hospital, at £55,000.

THE BASIC FACTORS IN

22 Do's and Don'ts for the New

Prepared by C. McNeil Greig,
Deputy Secretary of the Hire
Purchase Trade Association.

THE furniture retailer to-day realises that in the overwhelming majority of cases, if he is to maintain his turnover, if indeed he is even to stay in business at all, then recourse must be had to credit selling of some description.

Consumer credit can be divided into three main compartments: open credit (the simplest, because the customer orders and takes delivery of goods, paying at the end of the month—or exceptionally the quarter—the full amount due); credit sales (in which, although the property in the goods passes at once, the payments are spread over a period—usually about six months); and the most important from the furniture retailer's point of view, hire purchase.

Now, it is obviously impossible to condense into a few hundred words a subject which properly requires not one, but several volumes, if it is to be adequately covered. It is hoped, however, that the notes given below will prove of some small assistance as guiding lines to those who are newcomers to this form of trading.

These notes have been put into the form of do's and dont's, and each one of them tries to contain in itself an avenue, as it were, which will show in which direction the trader should go in order to deal with a particular problem.

The Start

Do estimate how much capital you have against how much you need and make sure that the two will balance—you may need help from a finance house or from some other outside source. Remember that a turnover of even £100 a week hire purchase calls for a capital of anything up to £2,000 or so.

Don't bite off more than you can chew. If you overtrade on insufficient capital, it may break you.

Do make sure that you know what the legal position is regarding hire purchase to-day. You will need at least S.I.39 of 1950, S.I.551 of 1950, the Hire Purchase Act, 1938 and preferably in addition one or two of the many available text books on hire purchase law.

Don't forget to ensure that your sales staff, or at any rate those who may have to deal with hire purchase, know the legal requirements as well as you do—or better. They are the people who can make the mistakes for which *you* will be liable.

Do lay down to your staff a policy regarding deposits, lengths of hire, requirements as to references, and so on.

Don't allow your hire purchase side to "just grow" like Topsy. Put in a system alongside the policy, have payment and ledger systems organised beforehand; otherwise you will be in trouble.

Do equally ensure that your system has the necessary agreement forms, payment cards, bankers orders forms readily available.

Don't forget that the Hire Purchase Trade Association is there to help and advise you if you do meet difficulties on any questions connected with hire purchase; and that suitable h.p. agreement forms and so on can be obtained from this or from one of several other organisations.

Do remember too that the Association is in constant touch with the Board of Trade, fighting your battles for you. If you are going in for hire purchase, you should join the Association.

The Terms

Do remember that in most circumstances, in the furniture and allied trades at any rate, the service charge and terms generally are controlled by law—very briefly 12½ per cent deposit, 20 per cent service charge (reducing to 12½ per cent in certain cases). If you are using H.P.T.A. agreements, you won't go far wrong, but see S.I.39, as amended.

Don't undertake "No Deposit, No References" business except in special cases. There is unfortunately no space for the pro's and con's here, but the matter has been thoroughly aired by many associations and journals.

Do make certain, if you can, that the public are educated to realise, firstly, that they must expect to pay a service charge for the credit service (NOT, repeat *NOT*, interest—most of the charge is *not* interest); secondly, that before a trader can give credit, that is, before he can show trust, he must possess knowledge. The hirer must expect to be asked to give references and supply information about himself—and on occasions to have this information checked.

Don't speculate with your money—grant credit!

The Transaction

Do make it quite clear to the hirer when, how, and to whom, payments must be made.

Don't allow any slackness over payments without good reason given. A slack collection policy breeds bad, or at any rate indifferent, debts almost as fast as bad credit granting.

Do ensure that your own staff are adequately briefed on the wording of collection letters and in handling such matters generally.

Don't under any circumstances write, or allow to be written, offensive letters to hirers, no matter what the provocation. Hard words never help—and many hinder if they come to be read out in a court of law.

Do be courteous—but firm. And never threaten what you do not intend to perform. Once you have threatened, carry out the threat without fail *on the date that you have stipulated*.

Don't forget that Mr. Average Man is honest and most people, handled properly, want to pay their debts. Help the honest hirer where you can and chase the rogue without mercy; he is a menace to the honest trader and honest hirer alike.

In General

Do remember that hire purchase is a specialised trade requiring specialised knowledge, and ensure that you have it. This has been stressed before, and is most important.

Don't forget the additional sales which can accrue from the hirer who

SELLING ON CREDIT TERMS

Entrant into H.P.

comes in weekly or monthly to pay the account. Set yourself out to sell more goods each time; this means staff training again.

Do always ensure that you and your organisation do nothing which may prejudice the reputation for helpfulness and fair dealing which the hire purchase trade has built up since the passing of the 1938 Act.

Above all, be fair and just in your dealings. Hire purchase may be a matter of legal contracts and Board of Trade orders, and these must be followed, but if difficulties or disputes arise, be fair—even to your own disadvantage. This is not only the proper way in which to act—but it pays off in Goodwill dividends which turn themselves into £ s. d.

Mr. C. McNeil Greig

Furnishers in Debate — No. 3

Workshops — or Another Sales Floor?

Using Upper Storeys of the Shop

MANY furnishing businesses have their own removal and storage sections and workshops for cabinet repairs, polishing, upholstery and bedding repairs, curtain and carpet making-up departments. The question of suitable premises for these workshops and depositories is often under review and members of the N.A.R.F. Summer School had very definite views on the subject when it was debated.

The suggestion put forward was that a furnishing business having their workshops and depositories in a separate building some little distance from the main store found that they had enough space on the second floor of their shop to accommodate these workshops. Should they move to the store, where they would be able to increase their supervision, or instead develop the floor for further selling space?

Against Moving Workshops

The opinion of the majority of the students was that it would be a bad thing to use the floor for storage space at the expense of selling space, especially in view of the fact that the present day demand for storage was fluctuating.

The cost of moving workshops was very high, as it would involve the fitting of machinery, reconstruction of dust screens, and the partitioning off of existing showrooms. It was felt that the only advantage of having the workshops close at hand would be to make supervision easier, but this could be overcome by the engaging of an efficient factory foreman who would be able to arrange the organisation of the factory and see that communications between the factory and department took the minimum time, with, perhaps, a shuttle service at least twice a day between the store and workshops. On the other hand a sales representative could be appointed to inspect the workshops daily to ascertain the progress and work on hand and generally effecting closer liaison.

It was agreed that the second floor would be valuable as selling space and that new departments placed on this floor would have the effect of bringing new customers through furniture departments which were on the lower floors, and this would prove a great stimulus to the business.

Suggested Departments

Three suggestions for using the floor were put forward.

1. That it should be used for household electrical equipment such as washing machines, vacuum cleaners, and combined with kitchen furniture and equipment.

2. For a "Babyland Department" incorporating perambulators, nursery furniture, toys, and accessories in general.

3. Divided up into two departments, one for carpets and the other for bedding.

The space allowed on the first floor by the removal of these departments should be filled by other departments from the ground floor, such as soft furnishings and linens, and the unsuccessful departments, hardware, china and glass should be put in the main entrance.

It was agreed that it would be necessary to employ a service man for the electrical department, in addition to the sales staff, if these goods were not already being sold by the store.

Workshops Not a Selling Feature

Students felt that it would be quite impossible to make the workshops an added selling feature beyond the use already made of them. It would not be good policy to take customers into the workshops as they were usually dusty and untidy.

With regard to loose covers and curtains, however, made-up examples of the factory work, together with display cards informing the public of fixed charges for such work, could be formed into a department of their own, and this service to customers could be considerably developed.

Another advantage of moving merchandise to higher floors was that there would be more room on the ground floor for display showrooms of complete room schemes. All the departments which had been moved up should be represented by display bases on the ground floor. This would save the customer the effort of trapesing up several flights of stairs and finding that they did not stock the type of goods she required.

The new departments should be advertised through the Press and a series of attractive window displays would help to inform the public of the store's new developments.

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The Big Bedford is an honest-to-goodness 7-tonner, engineered and powered for a gross weight of 10 tons 4 cwt. Yet, in lorry and tipper form, it weighs less than 3 tons unladen, and comes within the 30 m.p.h. class.

Behind it lies a unique test and development programme. Four years on the Vauxhall Rough Track, where a thousand miles are as arduous as 100,000 on normal going. 500,000 miles on the road. Hundreds of successive hill climbs. Continuous work in sand and gravel pits. Cooling and other tests in the tropics.

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Chassis prices range from £630 (P.T. £172 8s. 6d.).

The Bedford range now covers every load from 10 cwt. to 10 tons. Full particulars from your local Bedford dealer or write direct to Vauxhall Motors Ltd., Luton, Beds.

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7-ton 116" wheelbase Chasis £630
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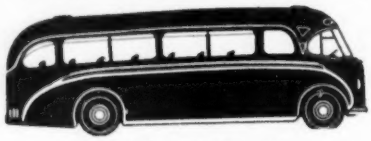

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16 ft. Dropside Lorry £780
(£175 3s. 0d. P.T. on above)

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The Furniture Bedding & Upholstery Manufacturer

VOL. 26, No. 340 September 22nd, 1950

A PRACTICAL JOURNAL FOR THE FURNITURE AND WOODWORKING INDUSTRIES

Efficiency is Increased by Using this—

Brush Backed Sander Head for Intricate Mouldings and Contours

A SANDER head for any type of wood carving or contour has wide application in the furniture and woodworking industries, and manufacturers will, therefore, be interested to learn the details of a brush backed sander head which is being marketed by Engis, Ltd., of Victoria Street, London, S.W.1.

DEVELOPED in America by the Vonnegut Moulder Corporation, this Engis-Vonnegut unit has a brush-like action which gets into every groove and depression of the work-piece. The use of the sander head on intricate curving can eliminate costly hand work.

The primary parts of the head are an outer frame holding replacement brushes, and an inner spool which anchors abrasive strips by means of fabric loops attached to these strips. Eight of these loops are used for one loading on 12 in. diameter heads, and five loops on 8 in. diameter heads.

The outer frame and spindle are firmly locked together by means of an end cap, which is compressed by a locking nut. Once mounted on an operating spindle, this nut, when unlocked, will allow the outer cap to be revolved by means of steel pins.

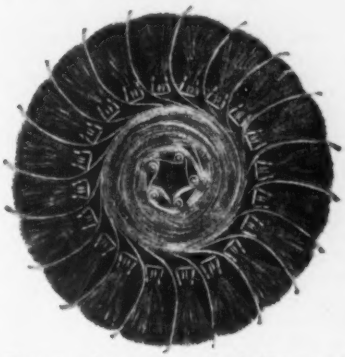
To release a further amount of abrasives, the spindle nut is simply loosened, a steel pin inserted to hold the frame rigid, and the outer cap revolved in the opposite direction to that turned when loading. This exposes a further quantity of abrasives beyond the brush ends. The abrasive will show itself once the head has been started, because of the centrifugal force taking up the slack from the anchor pins.

These abrasives are available in many grades and grit sizes to suit all types of work.

Mouldings and curved surfaces are quickly sanded, and sharp corners and edges are said to be maintained much more satisfactorily with this sander head than with any other mechanical sanding equipment.

The technique of operating the Engis-Vonnegut sander head is so quickly learned that even inexperienced workers produce good results in a very short time.

Another important feature is that the head is easily and quickly reloaded. A loading consists of 32 four-inch wide abrasive strips, each about 18 in. long—approximately 48 lineal feet of cutting surface, but expended loadings may be replaced in less than five minutes.



Picture shows the Engis-Vonnegut brush-backed sander head, made exclusively in this country by Engis, Ltd., London, S.W.1, with the cover plate removed.

When sanding carved furniture decoration, Engis claim that the head reaches into every curve and crevice, producing a perfectly smooth surface with the original design unchanged.

. . . *next time consult*

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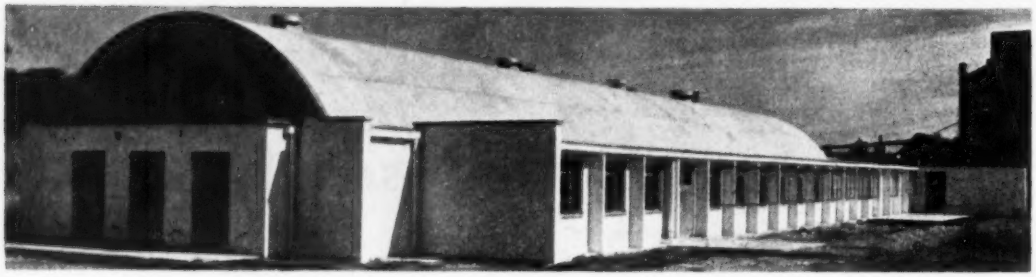


How Economic Construction Is Achieved in New Canteen

A NEW staff canteen to seat 200 persons has been recently opened by Aero Research, Ltd., as part of a development programme which includes the building of a large factory at Duxford, Cambridge, to meet increasing demands for synthetic resins and "plastic" adhesives.

THE new canteen, which faces south and west, has ample accommodation, which includes rooms for directors, visitors, games, cloakrooms, and, at the north end, the managerial office, stores, preparation room and yard for the delivery of supplies. The office is so placed that the manageress can supervise the delivery of the food and its manipulation in the kitchen.

There are five entrances: two for the staff, one for directors, one to the kitchen, and one to the office.

Economy was the primary consideration in construction, and this has been cleverly achieved by building upon an Iris hut—a type of Nissen hut—so that the hut, with its corrugated roof supported on thin curved steel ribs, forms a central lane from which the building extends. The walls are only 4½ inches thick.

Planned Colour Scheme

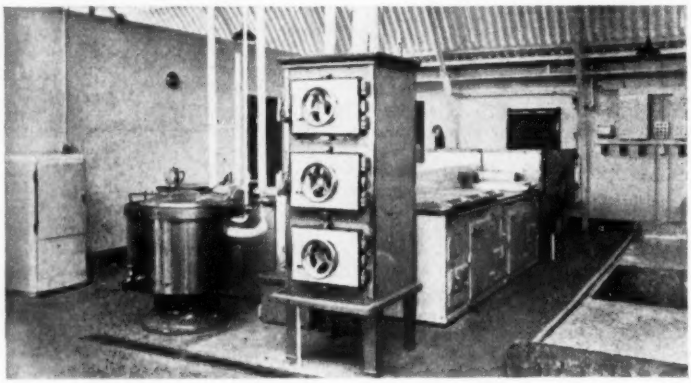
Good use has been made of colour, the exterior being in blue and white, with the canteen in a warm shade of pink. The doors are picked out in cherry red. White is used mainly in the kitchen to keep it as light as possible. Lighting consists of semi-direct overhead tungsten lamps.

The serve-yourself principle is successfully operated by placing the courses for each person, stacked on separator rings, on a large hot plate, from which each member of the staff carries them straight to a table.

The kitchen is fitted with the most modern cooking equipment, including thermal storage cookers, steam cookers, an automatic dish-washing machine and adequate forced ventilation to prevent fumes from reaching the canteen. The ventilation is designed to ensure a smooth flow of air for the food, which, on arrival, goes straight to the stores or refrigerators, next to the preparation room, then to the cookers, and finally to the service counter.

A terrace has been laid around the building to enable the staff to sit outside during the summer months and provision is made for a swimming pool at a later date.

The architects were H. C. Hughes and Peter Bicknell, of Tunwell's Court, Trumpington Street, Cambridge.



The kitchen in the new staff canteen of Aero Research, Ltd., is fitted with the most modern equipment, including thermal storage cookers, steam cookers, and an automatic dish-washing machine.

T.D.A. Catalogues Books on Wood

THERE are literally thousands of text-books on that complex subject wood, and the student, technician and even the ordinary man-in-the-street, who has as great an interest in wood as anyone, must, on occasion, have great difficulty in finding, amidst such a wealth of information, the particular work of reference he requires.

During the past ten years the Timber Development Association has collected in its headquarters library about 1,300 of the most useful books on the growth, structure, properties and uses of wood. These have all been classified and catalogued, and are now available for reference purposes.

To assist those who wish to know of or obtain a particular work the Association has recently issued an up-to-date catalogue in which all these books are listed under subjects with author's name, title and publisher. This grouping provides the reader with a choice of books under any given heading. For ease of reference an alphabetical index of subjects and authors' names has been included.

Copies of this new edition of the "Library Catalogue" can be obtained on application to the *Timber Development Association, 75, Cannon Street, London, E.C.4.*

An Expert Advises Furniture Makers on—

Application Problems with Wood Stains

And How to get Better Results

THE results of the latest researches into furniture finishes were recently published in the "World" which, this week, gives the advice of an American expert, Rick Mansell, on the application of wood stains.

THE staining of wood is a very important operation. It must be applied evenly, especially where crotches are made, and where there are various kinds of woods all in one piece. The general effect must be uniform. Stains were formerly applied with a brush, and sometimes with rags and sponges, but to-day, they are mainly applied by spray. On delicate veneers, the stains are applied hot, so as to get penetration without lifting the veneer.

Wet Coat Applied

An experienced operator will carefully observe the effect of the stain immediately after it is applied. He will then keep brushing over the hard parts until a uniform penetration is produced. A full wet coat should always be applied, but not enough to cause any running.

If any variation in colour density is required, it is best to achieve this by diluting the concentration of the stains, and not by attempting to obtain the effect by applying a mist coat (says Rick Mansell in the American journal, "Furniture Manufacturer").

Dipping is used to apply the stain, if the design of the object does not introduce difficulties. The excess stain must be wiped free shortly after withdrawal from the dipping tank. Completely fabricated objects are dipped in the staining baths, then dried, and finally polished by tumbling them in revolving drums containing sawdust.

Removes Rough Edges

All fine finishing involves the sealing of the stain by means of a thin wash coat of shellac or lacquer. This permits a clean cutting off of the raised fibres and produces a sealed smooth surface for the working of the filler. This wash coat partially seals the wood fibres against the entry of the vehicle of the filler, and thus promotes uniformity.

It also helps the ease of the filler wiping operation by providing a smooth non-absorbent surface. The scuff sanding of the wash coat removes any stray rough fibres which might tend to catch some of the filler particles (this usually causes a grey coat in the finish).

Oak is usually stained brown, and occasionally silver grey. Mahogany was originally finished red but now mostly brown. Walnut is sometimes bleached and finished natural, with a light brown stain and shaded brown. Birch is used successfully to imitate mahogany or walnut. Red and white gum has been used in a similar manner. If a piece of furniture is composed of walnut, dark gum and birch, some testing is necessary before a successful American walnut finish can be secured. The stain will penetrate farther into the open pored walnut than into the smaller pored gum and birch.

In addition, the birch is very light and will need a stronger stain than either the gum or the walnut. Sometimes the stain is omitted from dark open-grained woods and the filler is used to give the proper shade.

Water stains are brushed out and not wiped—a long bristle brush with hairs reasonably stiff, and from two to four inches wide, and set in rubber is used. Always brush with the grain and cover all parts of the surface equally to ensure a uniform colour. Remove the surplus on recesses quickly by some absorbent material. If the stain does not penetrate in sections due to the presence of grease, clean off with naphtha before staining.

Last Strokes Parallel

Oil stains can be applied with a spray gun or by hand-brushing, but unlike water or spirit stains, must be wiped with waste soft clean cloths. Each piece is wiped uniformly about the same time after staining to ensure the uniform shade all over the work. The last strokes are parallel to the figure of the wood since wiping across the grain will leave streaks, especially if the stain is too dry. Wiping over twice will often tone up a surface that appears too light.

Spirit stains dry too fast for brushing over large surfaces and are mainly used for shading. By proper adjustment of the nozzle of the spray gun and the air pressure, very fine shading can be done over the filler and previous to the finish coats.

Dipping of the stains is difficult due to the rapid drying of the runs when the work is removed from the tank.

This top feed spray gun is light in weight and well-balanced for easy operation. Adjustment of spray width and control of material is simple, and the gun can be adapted for either pressure or gravity feed. It is complete with accessories. (Air Industrial Developments, Ltd.).

Whenever brushing has to be used, apply the stain quickly and never cover a surface twice, but use a smaller brush to touch up skips. Spirit stains are never wiped.

Factories making chairs, smokers and many small pieces use dipping tanks containing either water or oil stains. A definite time for immersion is standardised, and the work is always wiped when removed from the tank.

Non-grain-raising stains are applied either with a brush or spray. They dry in about forty minutes. All runs must be wiped or brushed out immediately. One can stain and shade at the same time by repeating the operation of staining on the portions to be shaded.

The fastness to light of the organic

(continued over page)

Wood Stain Applications: An Expert's Advice

(from previous page)

dye depends upon their chemical constitution. In addition, the type of vehicle in which they are used is an important factor. Some of them will fade badly in a nitrocellulose vehicle, in which they may lose most of their tinctorial value after being exposed to sunlight for a period of ten hours; yet the very same dyes may last a hundred hours if exposed in a coating of polystyrene.

Another important factor is the strength at which they are used. As an example, a light oak shade obtained by one-quarter of an ounce of aniline colour to a gallon of solvent will not be as light resistant as a shade produced from four ounces of colour to the gallon.

It is very important to remember that each dye has a definite saturation point for each solvent that is used; if an attempt is made to introduce too much of the dye into the solution, the result will be a muddiness and speckiness of the finish. A good clarity of tone is always desirable with a wood stain.

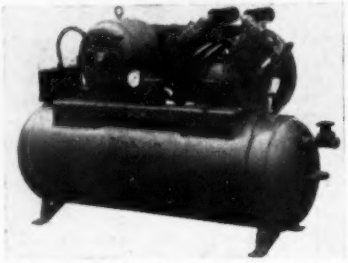
The penetration will vary with the character of the wood used, and, quite often, "touching in" may be necessary. A resinous wood, such as pine, will tend to resist penetration and, hence, for this work a spirit stain is very helpful.

The spreading power will vary a great deal with the types of wood used. For any given surface, an oil stain may spread 65 square yards; a water stain may spread 40 square yards; while a spirit stain may spread only 30 square yards to the gallon. The most popular shades met are the light and dark tones of Jacobean oak, cherry, walnut, mahogany, and green.

Application of Wood Stains

The method of application depends upon the vehicle used in the stain. The most usual types are composed of water, oils, varnishes, lacquers, alcohol, and naphtha. In addition, there are available about 200 special solvents and almost 100 different plasticisers. Then there are the newer binding materials and the newer synthetic resins which may fascinate the individual researcher.

Add to this the thousand and one synthetic dyes which are available, and all their possible mixtures. Then consider such factors as hue, solubility, fastness and compatibility, and it is quite possible that after this, the decision may be to leave the formulations of stains to the experts and to



The "Bristol" Duplex self-contained twin-cylinder air-cooled two-stage compressor plant. This 33 cu. ft. per min. air compressor cuts out at 200 lb. p.s.i., and in at 165 lb. p.s.i. It is complete with mains starter, syphon drain and service valve.

restrict the investigation into the best way of applying the stains.

With stains that are of the slow penetrating type, such as the water and the oil stains, an excess of them is first applied, and after a few minutes, the wiping off process is begun. However, in the case of quick-drying stains, care is taken to avoid the application of too much stain, and in this way to minimise the streaking effect. As a general rule, the end grain of the wood appears darker than the side surface grain, in spite of being coloured with the same stain. To reduce this effect, it is recommended that the end grain be first coated by means of a clear sealer solution.

It is best to watch carefuly for the possibilities of bleeding occurring, since the soluble colouring agents are liable to bleed into the top coatings. Here a sealer is very important; shellac solutions are often used for this purpose.

This bleeding may occur with trim lines, transfer patterns, over-printing, and contrast designs or other multi-colour effects. Multiple colour effects can be obtained by applying stains through stencils and screens.

A graining process is used to stimulate the effect of a special wood. First, a ground coat of the required colour is applied, and this is followed by a varnish stain of the pigmented type, applied in uneven thicknesses by the help of special graining tools.

Stippling effects are produced by first applying the ground coat and then followed by a transparent coating formulated with a slow setting vehicle. This is patted with newspaper or cheesecloth. The spattering effect is produced by means of a coarse spray application. Brush is the commonly used method for the application of the stain, a flat type of fine bristle brush being used. Spraying is employed for large flat surfaces.

Two coats are usually applied; the first is a light cross grain coat, and this is followed by a medium application with the run of the grain. A low pressure of about 15 to 20 pounds is used. Before staining, the wood must be properly dried, sanded smoothly, and its pores completely freed from dust.

Even if the piece of furniture is composed completely of one wood, such as walnut, the staining operation is desirable to help uniform the colour and to bring out the natural beauty. On this all-walnut piece, a light coat of a non-grain-raising stain is sprayed over it.

Staining Mixed Woods

In the case of a table having a walnut top and cheaper wood in the pedestal, a light coat of stain is sprayed over the whole piece. Then a walnut pigmented wiping stain is brushed on the pedestal. This is done in such a way as to form the desired highlights. This will obscure the grain of the inferior wood, so that its difference from walnut will not be so noticeable.

Large objects are sometimes stained by a spray gun, and by pressure and vacuum impregnation methods. Stains are frequently applied by passing materials over rolls which transfer the stain from a colour through. These rollers can be plain (calendars) or they may be engraved (printing machines).

Sometimes an uneven appearance results from the application of the second coat of stain before the first is allowed to dry completely. If the vehicle is of too quick drying a nature, then a blushing defect may occur, and this will cause a bleaching effect on the stain. Many stains are not only inflammable, but also they are toxic, and hence the appropriate safety precautions have to be observed.

By the use of forced drying operations and employing the latest types of non-grain-raising stains, it is now possible to fabricate articles, to stain them, to lacquer them, and finally to despatch them, all in one day.

The foreman finisher of twenty years ago would be happy to return from his wanderings in the Elysian fields to gaze with delight on this remarkable performance.

The majority of the soluble dyestuffs produce transparent solutions with their vehicles; however, there are a few which produce translucent solu-

(continued next page)

Colour Effects with Stains And How to Obtain Them

(continued)

tions. In either case, the actual colour of the work will be a combination of its original colour and that of the stain. A bright blue stain will appear as blue, only when applied to a colourless object.

If the surface to which it is applied has a yellowish tint, then the resultant effect will contain traces of a green hue. A transparent green stain will be visible as such, only when applied to a very light coloured object. For these reasons, it is necessary to mark the effect of dark coloured surfaces, by first applying a light coloured ground coat before the stain.

The colour effect will also depend on the film thickness of the stain used, hence the necessity for efficient wiping of the stain from those places where excess of it has accumulated. This procedure is important for the procurement of a uniform effect.

Some colouring agents have one hue, when applied at a certain small concentration, and another when that concentration is doubled. This is analogous to the familiar top tone and undertone evaluations used in the pigment industry.

Yellows Appear as Red

Many yellows appear as red when applied in the concentrated solution. Certain reds have a pink shade in their solutions of lower concentrations, while an orange effect is produced with the same red in higher concentrations. Nearly all the blue dyes when applied in a concentrated solution as a coating on an electric light bulb, will appear as red, due to the fact that so much red light is transmitted through them; by reflected light, the same coating appears as black.

There are many dyes which change in hue, according to the variation in the acidity or the alkalinity of the surface, and this may produce a non-uniform colour effect. Many wood stainers have noticed on occasions the fact that the oak or walnut stains change in colour after a few days into a reddish brown tint; the cause of this has been traced to a change in the pH value of the surface. The pH is a measure of the acidity or the alkalinity of the surface.

The acidity of the surface may be the result of the wood itself slowly becoming acid by the migration of the natural wood acids present. Alternatively, the acid may have been introduced into the wood during the bleaching operation, as, for example, when oxalic acid has been used. The use of acid resins in the coating materials may also cause colour changes.

Exposure to acid fumes, or contact with body perspiration, may affect the appearance and the permanence of the stain. Furthermore, if the top surface is not clean, it will result in uneven effects in those places where the stain has not taken to the wood. When this is cleaned with alkaline agents, care must be taken to wash the surface so as to remove all traces of residual alkali.

The usual comparison of the various dyes and stains used depends on the brightness or the dullness of the effect produced with them. A colour may be weaker or stronger according to its degree of "light saturation."

Reds are compared as being yellower or bluer; oranges as being redder or yellower; yellows as being redder or greener; greens as being yellower or bluer; blues as to whether the green or the red shade predominates; while purples are compared according to the blueness or redness.

For these reasons, a certain blue stain may be described as being brighter, more saturated (stronger), and redder than another blue which is being compared with it. It is meaningless to suggest that one is bluer than the other.

There have been attempts made in the past to standardise colour values and a colour dictionary is available. In spite of this, the shade cards issued by the different manufacturers vary among themselves. It is noted that the usual colours, such as red mahogany, brown mahogany, cedar, cherry, walnut, oak and maple, are quite often different from that which one might anticipate when ordering these shades.

Maintaining Uniformity

The shade of a popular wood colour may not be the same as the actual colour of the natural wood of the same name, but is merely an accepted hue in the trade. In certain cases the tinctorial effect of the material actually purchased is very different from the shade expected, using the editions of the same shade purchased from the same manufacturer.

The wood finisher has to watch all these factors very carefully if he wishes to maintain a uniformity of his production work.

In order to produce special tonal effects to enhance the depth of character of some woods, there is the practice of applying light but

Precision control of this AID model, giving a fine, round or fan-shaped spray, 3 to 12 in. wide, horizontal or vertical, is easily obtained by adjusting the air control valve. The material control valve gives increased economy. (Air Industrial Developments, Ltd.)

sharply distinctive toner stains. The colour effect can be produced directly on the raw wood before the use of the major body stain. Alternatively, it may be superimposed over this stain, or over the filler coat.

An example of this type of treatment is the use of a sharp yellow or an orange toner on butt walnut in order to emphasise the golden highlights. Toners have also been used as corrective measures.

Red to Neutral Brown

A bath of walnut veneer which is too red in shade can be brought back to a neutral brown, by the use of a blue toner applied on the bare wood. A green cast can be effectively eliminated by the use of an orange red toner.

There are occasions where it is advantageous to apply a transparent colour coat at some stage in the finishing schedule. This is sometimes introduced in order to achieve a special effect, although it is more often employed so as to uniform the colour shade. In both cases the colour coat must be applied very sparingly and in a judicious manner. Otherwise there will be the danger of detracting from the final appearance of the work.

Change of Address

THE London branch of Brook Motors, Ltd., has been moved to 16-18, Palmer Street, Westminster, S.W.1. (Telephone: Abbey 7626-7-8.) Opposite the rear entrance to St. James's Park Tube station, the new ground floor premises are greatly increased in size and include a stock of motors.

CITY NEWS + CITY NEWS + CITY NEWS + CITY NEWS + CITY N

£318,000 Net For Blackwood Morton

COMBINED net profit for **Blackwood Morton & Sons** and subsidiaries for the year ended June 30 amounts to £318,526 (£302,059).

This includes £1,035 (£9,309), applicable to previous years, and after providing £195,988 (£79,325) for depreciation on and amounts written off fixed assets (including the equivalent of the relief from taxation in respect of initial allowances), £476,996 (£397,164) for taxation, and £13,690 (nil) for superannuation fund contributions.

In addition, £8,000 (£30,000) has been brought in from taxation provisions no longer required. Final dividend 1s. 9d. per share and bonus of 6d. per 5s. share, both less tax, requiring £49,500 are recommended (same), making 65 per cent for year (same), general reserve £200,000 (£193,903), which is now £1,000,778, forward £175,661 (£118,635).

Wake & Dean Trading Profit is £100,000

PROFIT from trading of £100,230 (£93,512) for the year ended June 30 is announced by **Wake & Dean**. Net income from properties £1,107 brings this up to £101,337 (£94,261).

The chairman, Mr. P. W. Wake, said that demand for Wakedean furniture in all its departments was greater than ever, and the educational requirements continued to increase. Arrangements had been completed for the erection of a new kiln building this year for drying timber.

In anticipation of many shortages, "we have substantially added to our stocks so that contracts can be executed more promptly." The company was fully employed on contracts in all its various trades and departments.

I. Griew : 7½ p.c. Interim

AN interim dividend on Ordinary shares of 7½ per cent actual, less tax, for the year ending December 31 has been declared by **I. Griew & Co., Ltd**. The Ordinary capital of this company was increased in November, 1949, from £130,000 to £147,500 by the issue of one bonus share for every four held.

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

INTENDED DIVIDEND

Percy **Day**, residing and lately carrying on business at Spring Gardens, Doncaster, Yorks, furniture dealer. No. 86 of 1929. Claims September 27 to William Ernest Greenwood, 55, Queen Street, Sheffield, 1, Official Receiver.

THE COMPANIES ACTS FIRST MEETING

B. W. D. King (Chalford), Ltd., 20, Walterloo Street, Birmingham, 2, furniture manufacturers and upholsterers. First meeting September 21 at the Official Receiver's Office, 37, Temple Street, Birmingham.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Comfort Upholstery, Ltd., R/O: 346, Upper Richmond Road, East Sheen, S.W.14. £18 12s. 6d. August 11.

Towell, J. (male), 14, St. Dunstans Hill, London, E.C.3, cabinet maker. £28 5s. 3d. August 1.

Tissiman, I. B. (m.w.), Fairhaven Grafts, Church Lane, Knaresborough, furniture maker. £44 13s. 2d. August 16.

Ingham, J. S. (male), 50, Northgate, Horbury, Yorks., upholsterer. £10 16s. 4d. August 2.

Myring (Upholsterers), Ltd., J., 57-9, Abbey Road, London, N.W.8. £28 4s. 8d. August 14.

Kiverstein, Ltd., I., R/O: 35, Busby Street, Bethnal Green Road, London, E.2, furniture manufacturers. £18 9s. 5d. August 8.

Brown, Kenneth, 21, Hessle Road, Hull, cabinet maker. £48 3s. 4d. August 10.

Economy Furnishers, Ltd. (a firm), R/O: 232, High Road, Chadwell Heath. £21 3s. 7d. August 18.

Smith, W. D. (male), 12, Eld Lane, Colchester, cabinet maker. £18 9s. 10d. August 11.

Matthews, Stanley, 29, King Street, Wallasey, cabinet maker. £26 4s. 11d. August 18.

INCREASES OF CAPITAL

W. Foxton, Ltd., furnishing fabrics warehousemen, etc., 1-5, Queen Street, E.C.4.—Increased by £10,000, in £1 Ordinary shares, beyond the registered capital of £20,000.

Allders, Ltd., drapers, house furnishers, etc., 30, Finsbury Square, E.C.2.—Increased by £50,000, in £1 Ordinary shares, beyond the registered capital of £50,000.

Robertson Ewen, Ltd., shipping upholsterers and furnishers, etc., Corporation Quay, Mill Dam, South Shields.—Increased by £9,000, in £1 ordinary shares, beyond the registered capital of £1,000.

Whitfields Bedsteads, Ltd., 109-125, Watery Lane, Bordesley, Birmingham, 9.—Increased by £17,490, in £1 ordinary shares, beyond the registered capital of £32,510.

Springcot, Ltd., manufacturers of and dealers in springs and fittings, etc., Whalebone Lane, Dagenham.—Increased by £50,000, in £1 ordinary shares, beyond the registered capital of £20,000. McCrae & Drew, Ltd., of Paisley, hold a majority of the issued shares.

James Beattie, Ltd., drapers, furnishers, ironmongers, etc., 71-8, Victoria Street, Wolverhampton.—Increased by £50,000, in £1 ordinary shares, beyond the registered capital of £75,000.

W. Weisbaum & Sons, Ltd., timber and plywood merchants, etc., 35, Copthall Avenue, E.C.2.—Increased by £5,000, in £1 ordinary shares, beyond the registered capital of £5,000.

John McGregor & Sons, Ltd., Gregart Works, Porterfield, Renfrew, Renfrewshire.—Increased by £30,000, in £1 Ordinary shares, beyond the registered capital of £30,000.

H. P. Powell & Co., Ltd., manufacturers of carpets, etc., The Depot, Station Road, Poulton le Fylde.—Increased by £6,000, in £1 Ordinary shares, beyond the registered capital of £6,000.

Froggatt's Warehouses, Ltd., dealers in linoleum and soft furnishings, etc., 5, Cross Street, Manchester, 2.—Increased by £4,000, in £1 Ordinary shares, beyond the registered capital of £1,000.

R. Hall & Son (Upholsterers), Ltd., Avenue Works, Manbey Road, E.15.—Increased by £15,000, in 10,000 ten per cent Cumulative Preference and 5,000 Ordinary shares of £1, beyond the registered capital of £5,000.

E. Upton & Sons, Ltd., house furnishers, etc., 32, Southfield Road, Middlesbrough. — Increased by £25,000, in £1 Ordinary shares, beyond the registered capital of £125,000.

N. Goldsmith & Co., Ltd., manufacturers of furniture and upholstery, etc., 115, Pollard Street, Manchester, 4.—Increased by £5,000 in £1 Ordinary shares, beyond the registered capital of £3,000.

Jackson's Millboard & Fibre Co., Ltd., 29, Ludgate Hill, E.C.—Increased by £150,000, in 600,000 Ordinary shares of 5s. each, beyond the registered capital of £150,000.

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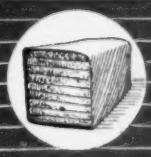

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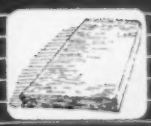

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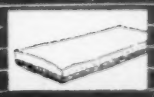

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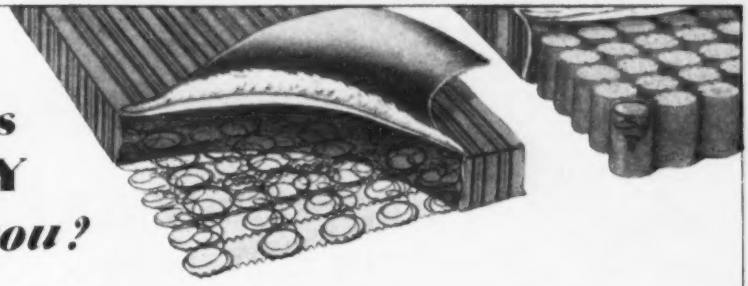

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(continued page 71)

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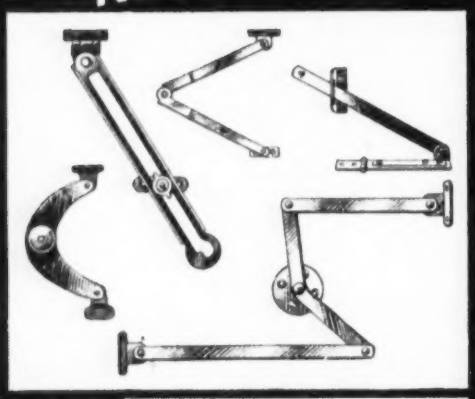

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